

# Mid-Week Pictorial

"NEWS OF THE WORLD IN PICTURES"

PUBLISHED WEEKLY  
BY  
THE NEW YORK TIMES  
COMPANY

WEEK ENDING  
MAY 12,  
1928  
VOL. XXVII, NO. 12

TEN  
CENTS

CANADA  
15 CENTS



*A Paper "Snowstorm" Greets the Fliers: New York Gives a Wild Welcome to von Huenefeld, Koehl and Fitzmaurice, Conquerors of the East-to-West Atlantic Air Route. The Triumphal Procession Is Moving Up Lower Broadway on Its Way to the City Hall.*

(Times Wide World Photos.)

Mid-Week Pictorial, Week Ending May 12, 1928

## FLOYD BENNETT LIES AMONG NATION'S HEROES AT ARLINGTON



AT ARLINGTON: WITH A NAVAL ESCORT  
the Body of Floyd Bennett Is Borne to Its Last Resting Place.  
(Times Wide World Photos.)



THE END OF A GALLANT CAREER: THE LAST RITES  
Are Performed at Arlington for Floyd Bennett. At the Right Can Be Seen Major  
Fitzmaurice, Baron von Huenefeld and Captain Koehl, Who Postponed Their Recep-  
tion in New York and Went on to Washington for Bennett's Funeral as a Tribute of  
Gratitude to the Man Who Died While Trying to Help Them.  
(Times Wide World Photos.)

NEW YORK BIDS  
FAREWELL TO  
FLOYD BENNETT:  
THE CASKET IS  
LIFTED

by Sailors Into a Gun  
Carriage to Be Car-  
ried to the Railroad  
Station, Whence It  
Went to Washington  
for Interment in  
Arlington National  
Cemetery.  
(Times Wide World  
Photos.)

"GREATER LOVE  
HATH NO MAN  
THAN THIS": A  
PLAQUE OF FLOYD  
BENNETT,

American Aviator,  
Whose Death Resulted  
From Pneumonia Con-  
tracted in an Effort  
to Rescue the German-  
Irish Transatlantic  
Fliers Stranded in  
Labrador. The Plaque  
Is the Work of Victor  
Frisch.  
(Times Wide World  
Photos.) ➤



## METROPOLITAN AMUSEMENT GUIDE

VANDERBILT THEATRE 48th St., E. of B'way.  
LEW FIELDS and LYLE D. ANDREWS present  
THE MUSICAL COMEDY THAT WILL LIVE FOREVER  
MARK TWAIN'S 'A CONNECTICUT YANKEE'  
Adapted by FIELDS, RODGERS and HART

### FEATURE MOTION PICTURES



7th Ave. and 50th St.  
Under the Personal  
Direction of S. L.  
ROTHAFEL

World's Greatest Show—World's Greatest Theatre  
A balanced program of cinema art and divertissements. Mental  
recreation and physical comfort in the world's largest and most  
beautiful theatre. A symphony orchestra and a gorgeous ballet.

And Thirty-two Roxyettes

### ROMANCE RUN RIOT!

See and Hear

DOLORES COSTELLO

in

"GLORIOUS BETSY"

with

Conrad Nagel

on the

VITAPHONE

Warner Theatre—B'way at 52d St.

# How Good Is YOUR English?

## Make This Test To See Where You Stand



WHEN you hear some one say "I ain't," "He don't," "Can't hardly" — you consider him uneducated, uncultured.

When some one writes, "It is my judgement that bad managment . . ." his poor spelling causes you to lower your estimate of his ability.

When you hear "FORMidable" pronounced "for-MIDable" and "acCLImate" pronounced "ACC-limate" the speaker reveals himself to you as one who cares little for the opinion of others.

When some one says "I am stopping at home," that one mistake in grammar marks him as one who is careless of his speech or ignorant of what is right or wrong.

You recognize many mistakes in English when they are made. Unconsciously you form your opinions of others by what they say and how they say it. Correct, concise, sparkling English inspires confidence. Incorrect, commonplace English destroys confidence.

Has it ever occurred to you that others judge YOU by your English just as you judge others by theirs? How many mistakes did YOU make in the test given above. How many errors do you make every day in spelling, pronunciation, punctuation, grammar? Every time you speak or write you reveal yourself to others for what you really are. Do you make a favorable or unfavorable impression? Does your English help or hurt you? Your English is the vehicle of your thoughts. Why handicap a good idea with bad grammar? It is easy, now, to acquire a masterly command of English in all its phases. Sherwin Cody, perhaps the country's foremost teacher of practical English, has invented a new way to find and correct your mistakes.

### The Reason For Mistakes in English

What is the reason so many of us are deficient in the use of English and find our careers stunted in

These are the correct answers to the above test.

#### SPELLING

1. separate
2. salary
3. necessary
4. grammar
5. disappoint
6. finally
7. parallel
8. recommend
9. superseded

#### GRAMMAR

1. drunk
2. overflowed
3. lain
4. haven't seen
5. his
6. has
7. me
8. hardly (omit don't)

#### PUNCTUATION

1. Period after *them*.
2. Omit comma.
3. Comma after *bread*.
4. Comma after *word*.
5. Comma after *him*.
6. Omit comma after *April*.
7. Comma after *boy*.
8. Comma after *Napoleon* and *emperor*.
9. Comma after *could*.

#### PRONUNCIATION

1. fi-NANCE
2. EX-quis-ite
3. HOS-pit-able
4. IM-pi-ous
5. gran-ar-y or grān-ar-y?
6. long-lived or long-lived?
7. nape of the neck or nap?
8. usage or usage?
9. half or hahlf?

### See How Many Mistakes You Will Make

Place a check mark alongside the mistakes here and compare your answers with those below:

#### SPELLING

Rewrite only the words in italics, spelling them correctly:

1. I want a *separate* room.
2. His *salari* is \$1200.
3. It is not *necesserry* to spend much.
4. A *gramer* school education.
5. Don't *disapoint* me.
6. He was *finuly* made judge.
7. This is a *parule* case.
8. I *rekomened* the hotel.
9. He was *superseeded* by another.

#### GRAMMAR

Consider only the words in italics. Rewrite on a slip of paper each one you think is wrong:

1. The cat has *drank* the milk.
2. The bucket has *overflown*.
3. He has not yet *laid* down to rest.
4. I *didn't see* him yet.
5. Some one has left *their* hat here.
6. Every man, woman, and child *have* duties.
7. Just between you and *I*, what's the difference?
8. I *don't hardly* know what to say.

#### PUNCTUATION

Check the lines that are wrong-ly punctuated:

1. There were three of them, I had to fight.
2. I can tell you frankly, that I will not do it.
3. My supper was bread cheese and jam.
4. In a word he was completely whipped.
5. The judge said to him "Stand up for sentence."
6. He dated his letter "April, 10, 1926."
7. James was a good boy but Harry was a very bad one.
8. Napoleon once emperor is still their idol.
9. Having done everything he could he went home.

#### PRONUNCIATION

Do you say—

1. FI-nance or fi-NANCE?
2. ex-QUIS-ite or EX-quis-ite?
3. HOS-pit-able or hos-PIT-able?
4. IM-pi-ous or im-PI-ous?
5. gran-ar-y or grān-ar-y?
6. long-lived or long-lived?
7. nape of the neck or nap?
8. usage or usage?
9. half or hahlf?

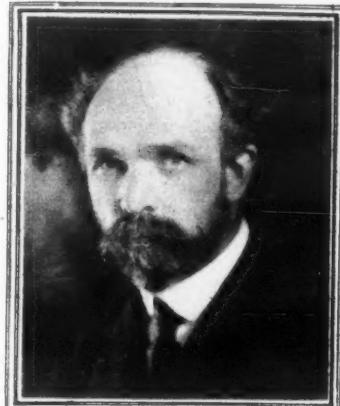
"Between You and I"  
"Not Never"  
"Continue on"



commit an error. It finds your mistakes and concentrates on them. You do not need to learn anything you already know. There are no useless rules to memorize; there is no tedious copying; there are no examinations to pass. You learn by means of habit-forming drills which are so interesting you will look forward to your daily lesson.

### Only 15 Minutes a Day

When the study of English is made so simple, it becomes clear that progress can be made in a very short time. Sherwin Cody's method requires *no more than fifteen minutes a day*. Fifteen minutes, not of study, but of fascinating practice! Mr. Cody's students do their work in any spare moment they can snatch. They do it riding to work, or at home. They take fifteen minutes from the time usually spent in profitless reading or amusement. The results really are phenomenal.



Sherwin Cody

society they find themselves. They gain the self-confidence and self-respect which this ability inspires. As for material reward, certainly the importance of good English in the race for success cannot be over-estimated. Surely no one can advance far without it.

### Free—Book on English

It is impossible, in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method and of what his practice exercises consist. But those who are interested can find a detailed description in a fascinating little book called "How to Speak and Write Masterly English." This book can be obtained by any one, free, upon request. There is no obligation involved in writing for it. The book is more than a prospectus. Unquestionably it tells one of the most interesting stories about education in English that ever has been written.

If you are interested in learning more in detail of what Sherwin Cody can do for you, send for the book, "How to Speak and Write Masterly English."

Merely mail the coupon, a letter, or postal card. SHERWIN CODY SCHOOL OF ENGLISH, 745 Searle Bldg., Rochester, N. Y.

SHERWIN CODY SCHOOL OF ENGLISH  
745 Searle Building, Rochester, N. Y.

Please send me your new free book, "How to Speak and Write Masterly English."

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Mid-Week Pictorial, Week Ending May 12, 1928



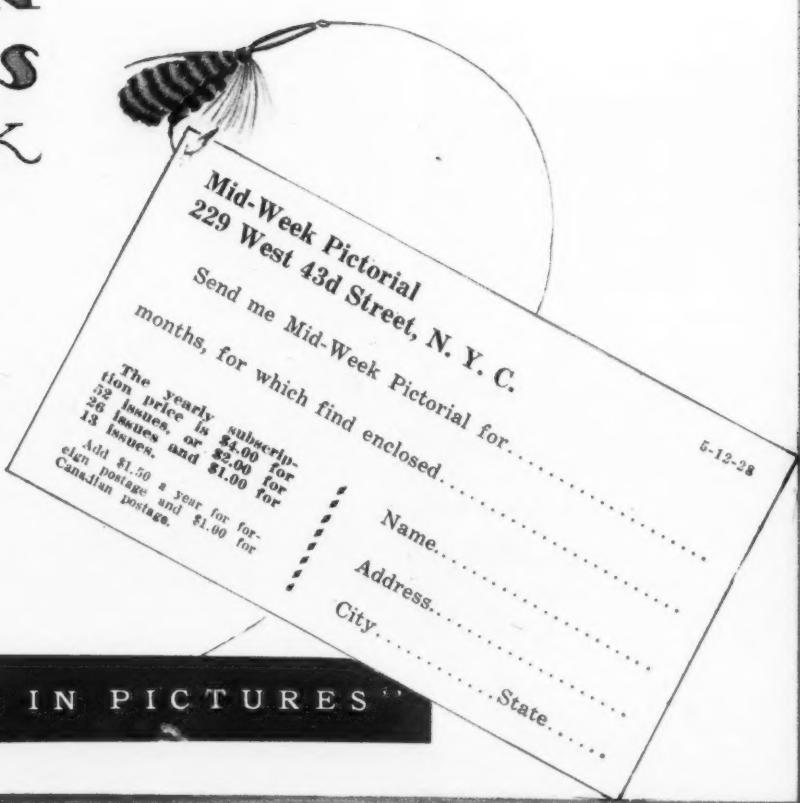
**LANDED!**

**A NEW FRIEND FOR**

**Mid-Week Pictorial**

PUBLISHED BY THE NEW YORK TIMES COMPANY

**WHEN YOU SIGN  
AND MAIL THIS  
ORDER BLANK**



**"NEWS OF THE WORLD IN PICTURES"**

# WHAT I THINK OF PELMANISM - By Judge Ben B. Lindsey

PELMANISM is a big, vital, significant contribution to the mental life of America. I have the deep conviction that it is going to strike at the very roots of individual failure, for I see in it a new power, a great driving force.

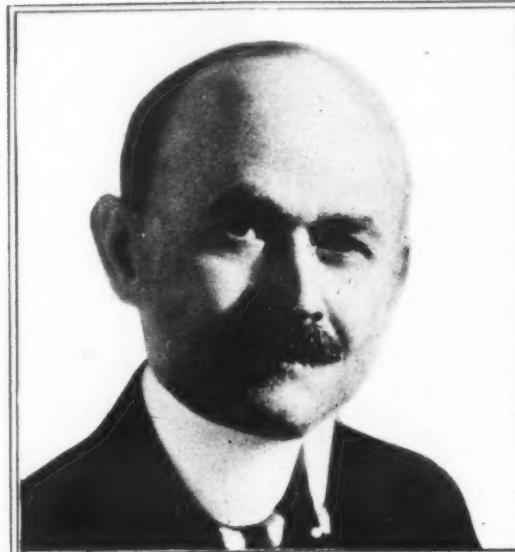
I first heard of Pelmanism while in England on war work. Sooner or later almost every conversation touched on it, for the movement seemed to have the sweep of a religious conviction. Men and women of every class and circumstance were acclaiming it as a new departure in mental training that gave promise of ending that *preventable* inefficiency which acts as a brake on human progress. Even in France I did not escape the word, for thousands of officers and men were *Pelmanizing* in order to fit themselves for return to civil life.

When I learned that Pelmanism had been brought to America by Americans for Americans, I was among the first to enroll. My reasons were two: First, because I have always felt that every mind needed regular, systematic and scientific exercise, and, secondly, because I wanted to find out if Pelmanism was the thing that I could recommend to the hundreds who continually ask my advice in relation to their lives, problems and ambitions.

Failure is a sad word in any language, but it is peculiarly tragic here in America, where institutions and resources join to put success within the reach of every individual. In the twenty years that I have sat on the bench in the Juvenile Court of Denver, almost every variety of human failure has passed before me in melancholy procession. By *failure* I do not mean the merely criminal mistakes of the individual, but the faults of training that keep a life from full development and complete expression.

It is to these needs and these lacks that Pelmanism comes as an answer. The "twelve little gray books" are a remarkable achievement. Not only do they contain the discoveries that science knows about the mind and its workings, but the treatment is so simple that the truths may be grasped by any one of average education.

In plain words, what Pelmanism has done is to take psychology out of the college and put it into harness for the day's work. It lifts great, helpful truths out of the backwater and plants them in the living stream.



JUDGE BEN B. LINDSEY

Judge Ben B. Lindsey is known throughout the whole civilized world for his work in the Juvenile Court of Denver. He says:

"The human mind is *not* an automatic device. It will *not* 'take care of itself.' Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort just as muscles can be developed by exercise."

As a matter of fact, Pelmanism ought to be the beginning of education instead of a remedy for its faults. First of all, it teaches the science of self-realization; it makes the student *discover* himself; it acquaints him with his sleeping powers and shows him how to develop them. The method is *exercise*, not of the haphazard sort, but a steady, increasing kind that brings each hidden power to full strength without strain or break.

The human mind is *not* an automatic device. It will *not* "take care of itself." Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort just as muscles can be developed by exercise. I do not mean by this that the individual can add to the brains that God gave him, but he can learn to make use of the brains that he has instead of letting them fall into flabbiness through disuse.

Other methods and systems that I have examined, while realizing the value of mental exercise, have made the mistake of limiting their efforts to the development of some single sense. What Pelmanism does is to consider the mind as a whole and treat it as a whole. It goes in for mental team play, training the mind as a unity.

Its big value, however, is the instructional note. Each lesson is accompanied by a work sheet that is really a progress sheet. The student goes forward under a teacher in the sense that he is followed through from first to last, helped, guided and encouraged at every turn by conscientious experts.

Pelmanism is no miracle. It calls for application. But I know of nothing that pays larger returns on an investment of one's spare time from day to day.

(Signed) BEN B. LINDSEY.

Note: As Judge Lindsey has pointed out, Pelmanism is neither an experiment nor a theory. For almost a quarter of a century it has been showing men and women how to lead happy, successful, well-rounded lives. 650,000 Pelmanists in every country on the globe are the guarantee of what Pelman training can do for you.

No matter what your own particular difficulties are—poor memory, mind wandering, indecision, timidity, nervousness or lack of personality—Pelmanism will show you the way to correct and overcome them. And on the positive side it will uncover and develop qualities which you never dreamed existed in you. It will be of direct, tangible value to you in your business and social life. In the files at the Pelman Institute of America are hundreds of letters from successful Pelmanists telling how they doubled, trebled and even quadrupled their salaries, thanks to Pelman training.

"Scientific Mind Training" is the name of the absorbingly interesting booklet which tells about Pelmanism in detail. It is fascinating in itself with its wealth of original thought and clear observation. "Scientific Mind Training" makes an interesting addition to your library.

Your copy is waiting for you. It is absolutely free. Simply fill out the coupon and mail it today. It costs you nothing, it obligates you to nothing, but it is absolutely sure to show you the way to success and happiness. Don't put it off and then forget about it. Don't miss a big opportunity. MAIL THE COUPON NOW.

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Suite 895, 71 West 45th St., New York City

Offices in London, Paris, Stockholm, Delhi,  
Durban and Melbourne

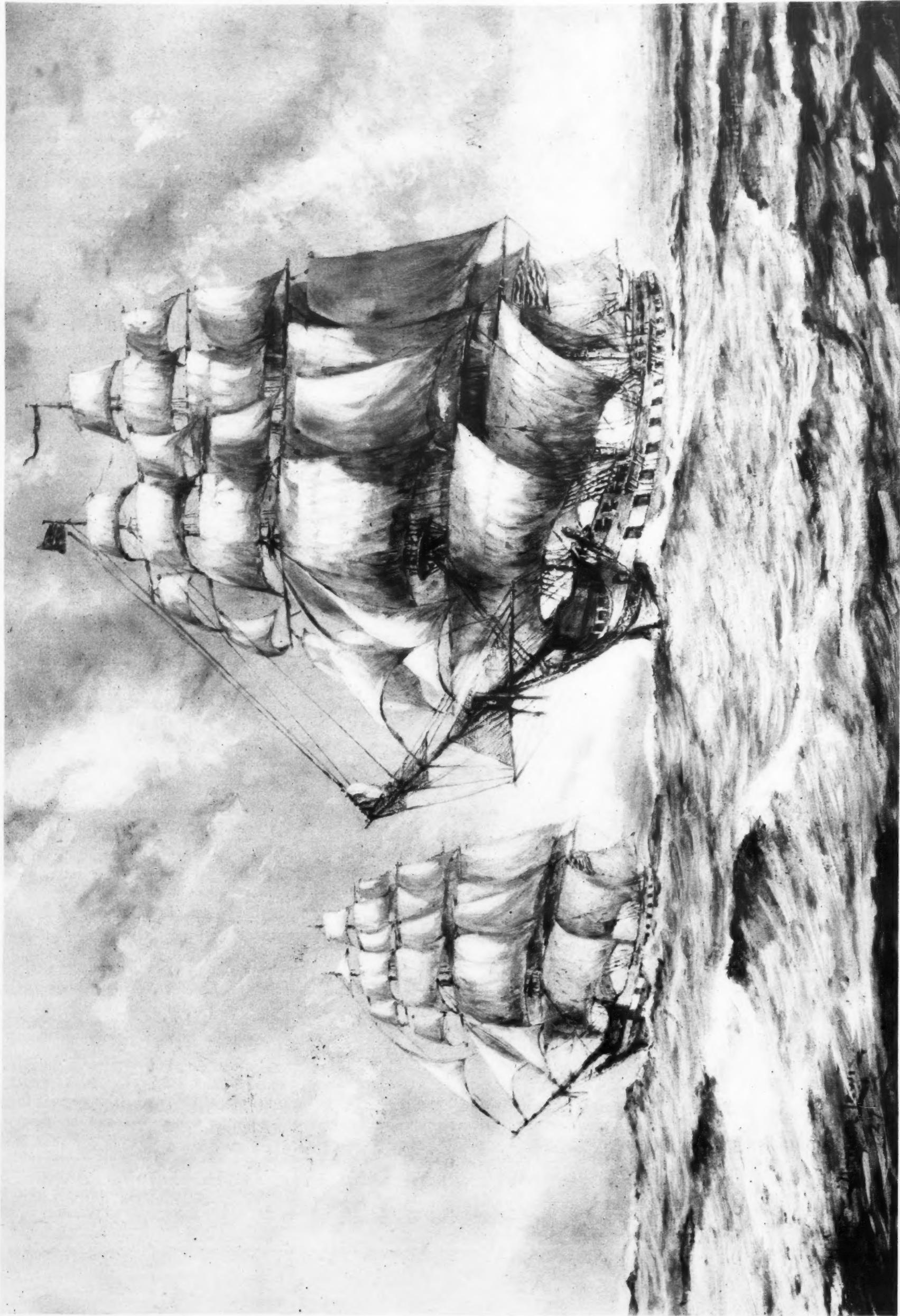
The Pelman Institute of America  
Suite 895, 71 West 45th St., New York City

I want you to show me what Pelmanism has done for over 650,000 people. Please send me your free book, "Scientific Mind Training." This places me under no obligation whatever.

Name.....

Address.....

State.....



WHEN THE AMERICAN NAVY SWEPT THE SEAS IN THE WAR OF 1812: THE FRIGATE CONSTITUTION (at right) as she appeared when she was winning victory after victory for the United States with France. The money for the rehabilitation of the Constitution ("Old Ironsides") is being raised by contributions from the school children of the United States, though donations from any source are welcomed. Nothing could appeal more at Boston is completed. At the left the artist, Arthur Lewis, has portrayed the United Constellation, also of glorious memory for her exploits in the short-lived naval war worthily to American patriotism.

(From Painting by Arthur Lewis.)

# Mid-Week Pictorial

*"A National Magazine of News Pictures"*

VOL. XXVII, NO. 12.

NEW YORK, WEEK ENDING MAY 12, 1928.

PRICE TEN CENTS



HER MAJESTY DISTRIBUTES ORANGES: MISS ADA WILLIAMS IS CROWNED QUEEN OF THE VALENCIA  
ORANGE SHOW

Which Is Being Held This Month at Anaheim, Cal. The Show Is an Annual Event. This Year It Has an Oriental Motif, and Miss Williams, as She Sits Upon Her Throne, Wears the Costume of a Chinese Princess.  
(Times Wide World Photos.)

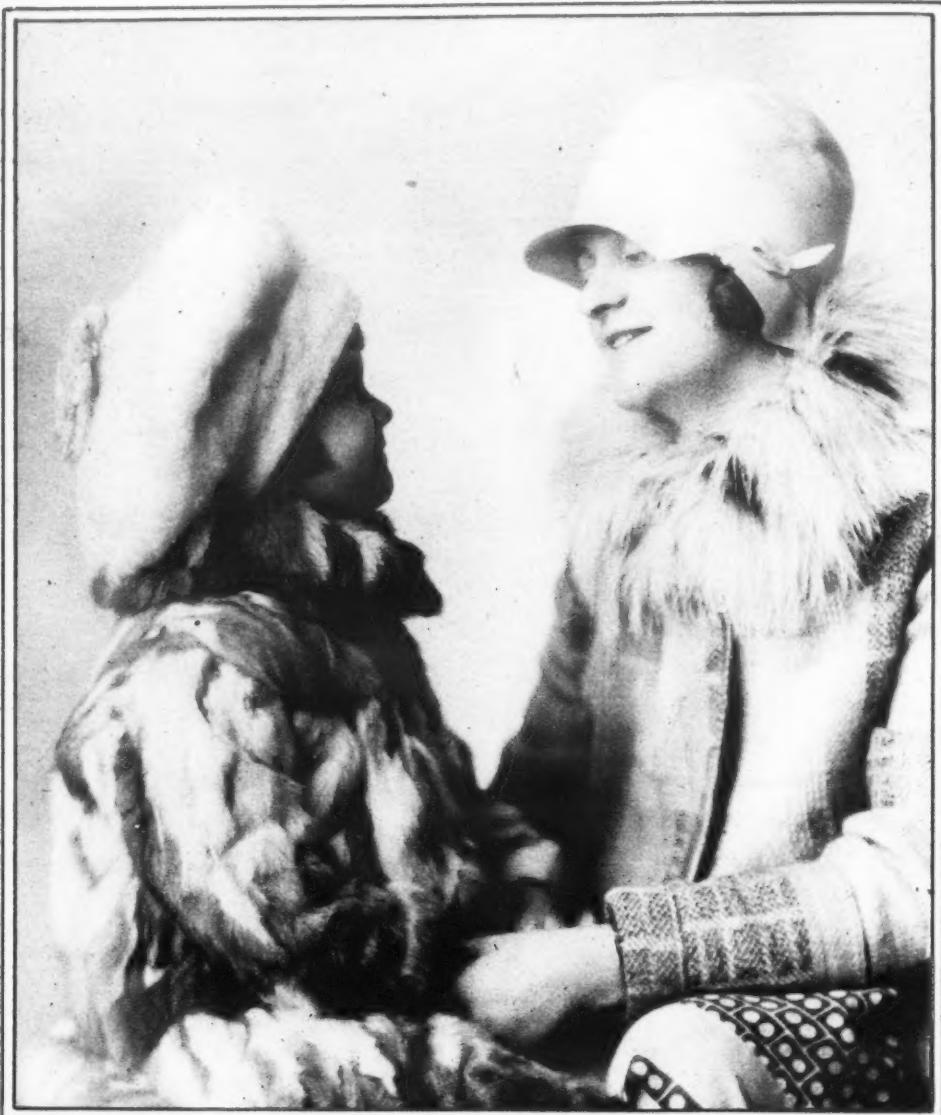
## THE MOTHER AND CHILD PRIZE PORTRAIT CONTEST

First Prize—Ten Dollars

Won by J. H. Field, Fayetteville, Ark.

Second Prize—Five Dollars.

Won by Mrs. Inez B. Kelso, Boulder, Col.



MRS.  
HEN-  
RIETTA  
B. PAPE  
AND  
DAUGH-  
TER.



### To Portrait Photographers:

To encourage the development of portrait photography, The Mid-Week Pictorial invites those among its readers who are photographers, amateur or professional, to submit their photographs of "Mother and Child" or "Mother and Children." Every week ten dollars in cash will be awarded

as the first prize, five dollars as the second prize and three dollars as additional prizes for each picture published.

The contest is open to all photographers other than employees of The New York Times Company, but contestants must not submit copyrighted pictures or pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean financial loss. Each photograph must be accompanied by written permission from the subject for publication of the picture in this contest, and where the additional permission in writing is also forwarded for the publica-

tion of the name and home town of the subject, these should be plainly written on the back of each photograph, and in all cases the full name and address of the contestant should be given.

If return of picture is desired, sufficient postage should be enclosed.

Photographs offered in the contest should be addressed to Portrait Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York City.

MRS. INEZ  
B. KELSO  
AND  
MARI-  
ETTA.



MRS. L. P. ROBINSON AND SON.

Three Dollars Awarded to L. P. Robinson,  
Miami, Okla.



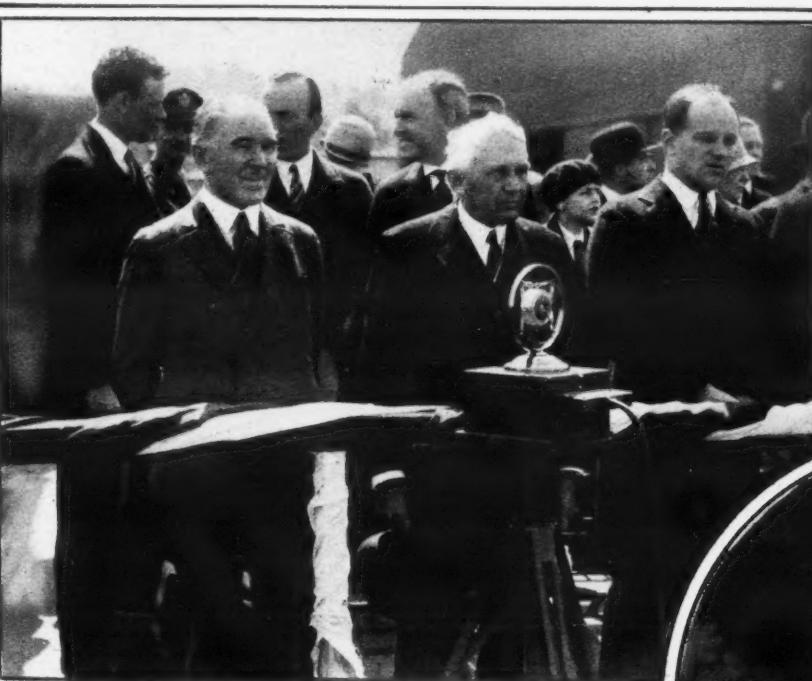
MRS. C. L. SQUIRES AND CALVIN.  
Three Dollars Awarded to Mrs. C. L.  
Squires, St. Helena, Cal.



MRS. CHARLES F. HODGDON AND BABY.

Three Dollars Awarded to Doris E. Wright,  
Middleboro, Mass.

## PRESIDENT COOLIDGE DECORATES THE GERMAN-IRISH AIRMEN



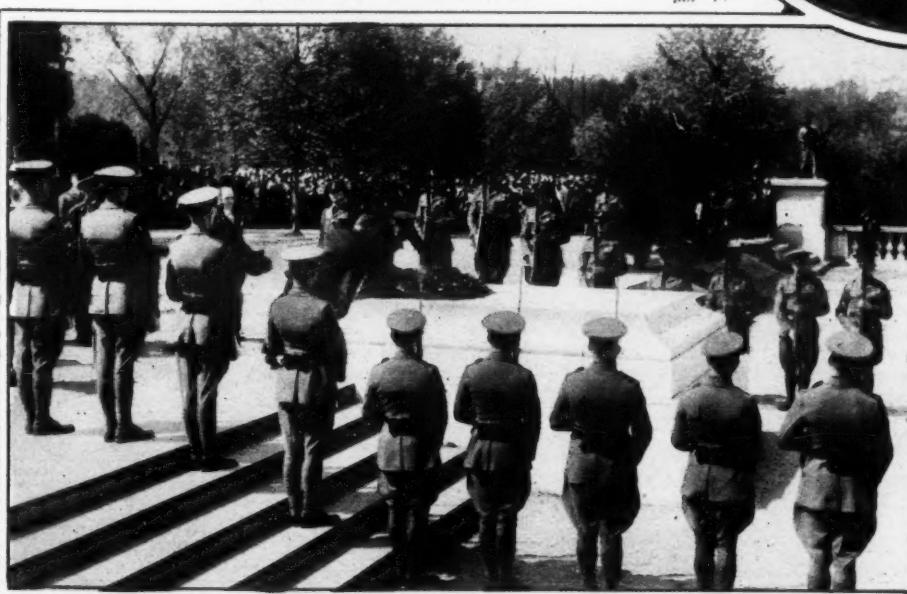
SECRETARY OF STATE FRANK B. KELLOGG  
SPEAKING  
at Bolling Field, Washington, During the Ceremonies in  
Honor of the German-Irish Fliers.  
(Times Wide World Photos.)

DECORATED  
BY SPECIAL  
ACT OF CON-  
GRESS: THE  
DISTIN-  
GUISHED  
FLYING CROSS  
Is Pinned by  
President Cool-  
idge Upon the  
Breast of Major  
Fitzmaurice, Sim-  
ilar Crosses Being  
Also Presented to  
Koehl and von  
Huenefeld.  
(Times Wide World  
Photos.)



THE PRESIDENT RECEIVES THE NATION'S HON-  
ORED GUESTS: A SCENE OUTSIDE THE WHITE  
HOUSE

After the Presentation to the Aviators of the Distinguished Flying Cross Awarded Them by Special Act of Congress. Left to Right: President Coolidge, Captain Hermann Koehl, Baron Günther von Huenefeld and Major James C. Fitzmaurice.  
(Times Wide World Photos.)



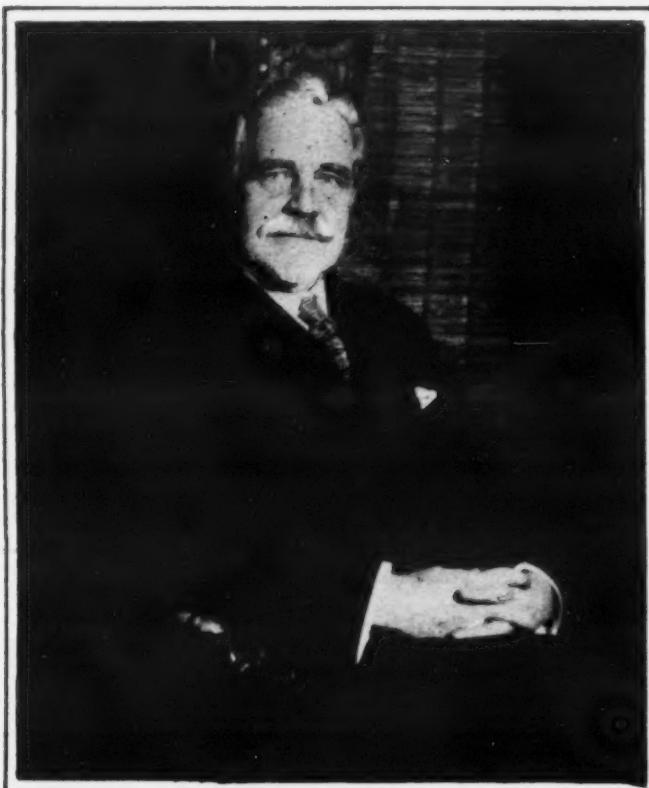
AT THE GRAVE OF THE UNKNOWN SOLDIER: THE TRANSATLANTIC  
FLIERS  
Lay a Wreath on the Tomb of America's Anonymous Hero, Whose Last Resting  
Place Symbolizes the Nation's Memory of Those Who Died in Its Defense.  
(Times Wide World Photos.)



A MEETING OF EAST-TO-WEST AND WEST-TO-EAST: COLONEL CHARLES  
A. LINDBERGH,  
Who Flew From New York a Year Ago, Greets the Doughty Airmen  
Who Crossed From Ireland to Labrador. The Meeting Occurred in Washington.  
Left to Right: Captain Koehl, Major Fitzmaurice, Baron von Huenefeld (Behind  
Fitzmaurice), Colonel Lindbergh, Irish Minister Smiddy and Eddie Ricken-  
backer, Famous American War Ace.  
(Times Wide World Photos.)



"MOTHERS' DAY" TO BECOME "PARENTS' DAY": WAR MOTHERS and Representatives of Women's Welfare Organizations Visit Mayor Walker at the City Hall, New York, to Ask Him to Put the Stamp of His Approval on the Change. (Times Wide World Photos.)



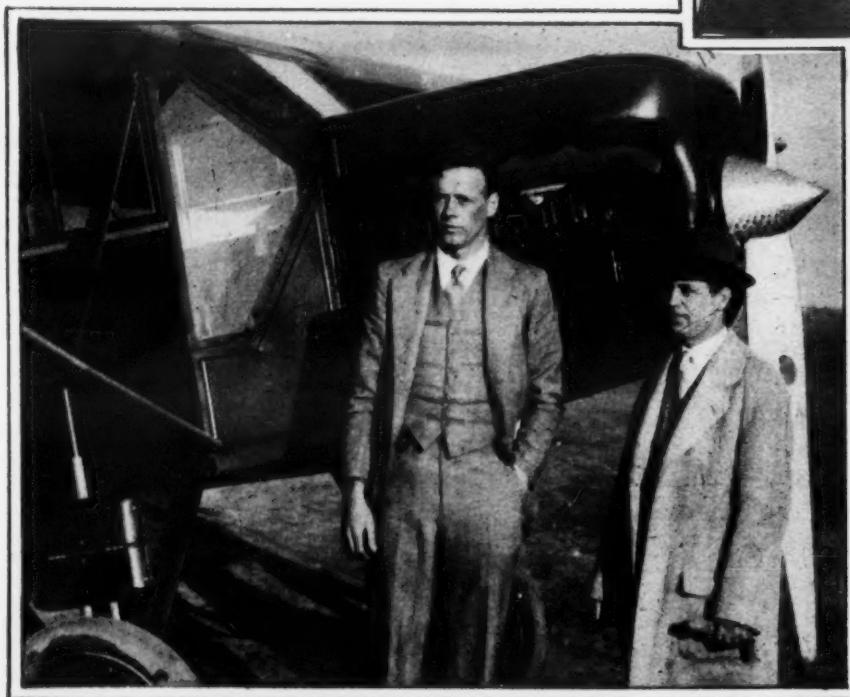
THE NEW PRESIDENT OF THE STANDARD OIL OF NEW YORK: CHARLES F. MEYER, Who Succeeds Herbert L. Pratt, Now Chairman of the Board of Directors.



ROYAL PLAY-MATES: LITTLE KING MICHAEL OF RUMANIA (Left) and Prince Alexander of Yugoslavia Divert Themselves in the Grounds of the Palace at Bucharest. His Majesty Will Be 7 Years Old Next October. (Times Wide World Photos.)



THE FIRST "BUDDY" POPPY OF 1928: PRESIDENT COOLIDGE Receives It From Mrs. William Hamilton Bayly, Acting National Chaplain of the Ladies' Auxiliary of the Veterans of Foreign Wars.



"LINDY" INTRODUCES A NEW PLANE TO THE PUBLIC: THE GALLANT COLONEL (Left) Standing Beside the New Curtiss "Robin," Three-Seated Closed Cabin Monoplane, Which He Plans to Fly From Long Island to St. Louis to Acquaint the Middle West With Its Merits. Beside Colonel Lindbergh Is Major William B. Robertson, Designer of the Plane and President of the Curtiss & Robertson Aircraft Company. (Times Wide World Photos.)



HELEN ROCKWELL AT BAT: LATCHER FRANCES DUNSTAN Signals the Pitcher for a Low One in One of the Interclass Games by Co-Eds of the University of Southern California. The Sophomores Emerged as Victors From the Tournament. (Times Wide World Photos.)



THE CIRCUS GOES TO BELLEVUE HOSPITAL: TWO OF THE CLOWNS

of the Ringling Brothers-Barnum & Bailey Show Delight the Hearts of Crippled Children and Other Inmates of the Institution. The Visit of the Circus Is an Annual Affair.

(Times Wide World Photos.)



HOME ON THE ILE DE FRANCE:  
CAMILLE RENAULT

of New Orleans, Who Has Returned to Her Native Land After Spending Nearly a Year Acting in Motion Pictures in France.

(Times Wide World Photos.)



A ONE-HANDED SCULPTOR: JOSEPH MURMAN,

a Czechoslovakian, Lost His Right Hand in the World War, but Has Made a High Reputation in Europe by His Work in Carving and Painting. He Is Holding His First American Exhibition at the Art Centre, New York.

(Times Wide World Photos.)



"SHOULD AULD ACQUAINTANCE BE FORGOT?" SIR HARRY LAUDER Leaves Us After Another Triumphal Tour. He Sailed on the *Berengaria*. (Times Wide World Photos.)

THE FUNNIEST CLOWNS YOU EVER SAW: THEY CAME ALL THE WAY FROM MADISON SQUARE GARDEN to Bellevue Hospital to Entertain Crippled Children There, as the Ringling Brothers-Barnum & Bailey Circus Does Every Year, and They Found a Most Appreciative Audience. (Times Wide World Photos.)



FROM THE BLACK HILLS OF SOUTH DAKOTA: FOUR SIOUX INDIANS IN FULL REGALIA, Accompanied by Representative William Williamson of South Dakota, Call on President Coolidge at the White House. (Times Wide World Photos.)

## New Stars Appear in the Movie Sky



MARY PHILBIN,  
as Dea in "The  
Man Who  
Laughs"  
(Univer-  
sal).

JACK  
MUL-  
HALL,  
Who Has  
Been Made a  
Star by First National.

A PROGRAM which is proclaimed to be "the most ambitious in the company's history" is announced by First National for the season of 1928-29.

Perhaps its most interesting feature from the human angle is the blossoming forth of three talented and popular young feature players as stars in their own right. These three are Jack Mulhall, Dorothy Mackaill and Alice White, and although you undoubtedly know already what they look like, their pictures are reproduced on this page in honor of the occasion.

\* \* \*

The other First National stars are Colleen Moore, Corinne Griffith (who returns to the F. N. fold from United Artists), Richard Barthelmess, Billie Dove, Milton Sills, Ken Maynard and Charlie Murray. It is a strong list.

\* \* \*

There will be four Colleen Moore pictures, of which "Lilac Time" has already been completed and will shortly be released. Corinne Griffith will be starred in five films, the first being "The Divine Lady," which is the story of Emma Hamilton and Lord Nelson. Billie Dove is to be seen in "La Tosca," among other things. Three mystery dramas are on the schedule—"The Haunted House," "Seven Footprints to Satan" and "Sh! the Octopus!"

\* \* \*

And Paramount also announces a rich array of attractions to come. There will be no less than seventy-four feature-length productions bearing the label of this firm, in addition to which approximately two hundred "short subjects" are to be turned out.

\* \* \*

ALICE WHITE,  
a Wampas "Baby Star," Who Has Now Become  
a Real First National Star.

### STARS OF THE SILVER SCREEN



BESSIE LOVE.

THE Lone Star State can boast the honor of having given birth to Bessie Love, who came into this world in the town of Midland. When she was one year old or thereabout her parents moved from Texas to Los Angeles, where she was educated in the local public schools and high school.

Her first rôle in the movies was a small one in "The Flying Torpedo," produced by the old Triangle Company in 1915. Since then she has become one of the most popular stars in the business. Her latest film is Columbia's "The Matinee Idol."

Miss Love is unmarried and lives with her mother at Hollywood. She is 5 feet 1 inch high, weighs 100 pounds, and has brown hair and brown eyes.

She is said to be the champion Charleston dancer of all movieland. The ukulele is her favorite instrument.

Bessie Love has personality and a style of acting all her own. She also has one of the largest personal followings among the fans.

It would be pleasant to tell you in detail all about the Paramount program, but really no matter what Einstein may say in his inimitable manner, space is a real and stubborn thing whose limitations must be respected. However, a few of the high lights are listed in the following paragraph.

\* \* \*

Such established favorites as Clara Bow, Emil Jannings, Richard Dix, Adolphe Menjou, Bebe Daniels and so on are to be seen in vehicles specially selected and



LARRY KENT  
AND JUNE  
COLLYER,  
in "Hang-  
man's  
House"  
(Fox).

DOR-  
OTHY  
MAC-  
KAILL,  
Advanced  
From the  
Status of a  
Featured Play-  
er to That of a  
Star by First National

prepared for them. Three pictures will afford Fay Wray and Gary Cooper ample opportunity to justify the billing of them as Paramount's "glorious young lovers." Ruth Taylor of "Gentlemen Prefer Blondes" is to be co-featured with James Hall in three comedy melodramas. Sir Harry Lauder's picture, "Huntingtower," made in Europe and marking his début on the screen, will be imported. And there is a great deal more. Paramount is evidently out to make it a banner year.

\* \* \*

Tom Mix has decided to postpone his trip to the Argentine, and his next few pictures will be made in the United States as usual and released by F. B. O. His recent vaudeville tour was something like a triumphal progress.

\* \* \*

William Haines is to be starred by Metro-Goldwyn-Mayer in "Excess Baggage," from the current Broadway play.

\* \* \*

On April 17 United Artists began its tenth year. This organization can look back upon a very notable record. Its pictures have been emphatically "class" productions. The best has always been aimed at and has been attained a surprisingly large number of times.

\* \* \*

There is a rumor—but only a rumor—that Charlie Chaplin may be knighted. . . . He is still a British subject, but Hollywood is a long way from London and the tap of his Majesty's sword upon the shoulder of his trusty and well-beloved Charles. . . . The report therefore is to be received with caution. . . . W. C. Fields has been a recent visitor to New York.

"GLORIOUS BETSY" A CHARMING HISTORICAL ROMANCE



"GLORIOUS BETSY":  
DOLORES COSTELLO  
as the Maryland Beauty Who  
Married Prince Jerome  
Bonaparte.

PROUD FATHER AND CONQUERING  
DAUGHTER: MARC McDERMOTT,  
as Colonel Patterson and Dolores  
Costello as Betsy Patterson, Famous in the  
History of Two Nations.

By Mitchell Rawson

ONCE more Warner Brothers have experimented with spoken dialogue in the motion picture and this time with results that point clearly along the road that the cinema art is certain to follow in future years. And it must be said at once that "Glorious Betsy," starring Dolores Costello and now on view at the Warner Theatre, New York, is as satisfactory as its predecessor, "Tenderloin," was the reverse. In fact, "Glorious Betsy" is one of the pleasantest bits of entertainment now available to the metropolitan theatregoer.

The mistakes that ruined "Tenderloin" have been avoided. Chief among these were the quality of the dialogue and the absurd nature of the plot. In "Glorious Betsy" the lines spoken by the characters are simple, direct and well delivered, while the story is one which will make a strong appeal to audiences all over the country, for it deals with the romance of Elizabeth Patterson, the Baltimore girl who married Jerome Bonaparte, younger brother of the great Napoleon.

Miss Costello, of course, is "Glorious Betsy," and if the original Betsy was half as lovely it is quite understandable that Jerome lost his heart to her and married her, braving the wrath of the First Consul. Unfortunately the real Jerome later on submitted to Napoleon's will, suffered the marriage to be annulled and wedded the



A STARTLING ANNOUNCEMENT: PRINCE JEROME BONAPARTE  
Informs the Assembled Elite of Maryland That Miss Betsy Patterson Has Con-  
sented to Become His Bride.

daughter of the King of Wurtemburg, becoming himself King of Westphalia. The screen Jerome, who is Conrad Nagel, behaves in a much more manly fashion. He prefers love to a throne, returns to America in spite of all the allurements of pomp and power, and is last seen in a close-up embrace with the heroine. Bravo for Jerome! It is a pity that history did not provide so happy an ending for "Glorious Betsy" as the kindly Warner Brothers have had the chivalry to do.

The spoken scenes are few, but they

come into the progress of the picture easily and smoothly, and they are carried out with careful taste. There is one spirited singing of the "Marseillaise" which perhaps marks the highest point of effectiveness in "Glorious Betsy." But from first to last the production is interesting and quite charming, and its setting is as excellent as we are accustomed to expect in Warner films. The cast also is notable. In addition to Miss Costello and Mr. Nagel, we have that splendid veteran actor, Marc McDermott, in the rôle of Colonel Patter-

BETTY AND JEROME: DOLORES  
COSTELLO  
and Conrad Nagel in a Scene From the  
New Warner Brothers-Vitaphone Picture.

son, father of Betsy, and Mr. McDermott's voice has a clear ring which the Vitaphone brings out in a way to stir the heart. Another well-known and unexpected figure in the cast is Pasquale Amato, the opera star, who makes his motion picture débüt in the present film. His part is that of Napoleon Bonaparte, an extremely difficult one, in which probably no actor in the world could completely succeed. On the whole Mr. Amato does very well with it. Michael Vavitch and Andre Segurola do excellent work as two French officers.

For a long time Betsy has no idea who Jerome is, for he poses as a poor but proud young Frenchman who makes his living by teaching his native tongue. Betsy is one of his pupils. He fights a duel on her account and wins her promise of marriage before the fact is revealed to her that he is the brother of Napoleon.

Then comes Napoleon's summons to France. Betsy goes with her husband, has an interview with the mightiest Bonaparte on the deck of the ship, and is persuaded by him to return to America. And Napoleon proceeds with his plans for the marriage of Jerome to the German Princess. But Jerome, as we have said, breaks from the trammels of history in the spirit of "all for love and the world well lost."

"Glorious Betsy" is well worth a visit, not only on its own account, but because of its demonstration of the wonderful things that the Vitaphone can do. Those triumphs are only beginning.



YOUNG LOVE IS SHATTERED ON THE ROCK OF STATECRAFT: BETSY  
PATTERSON  
(Dolores Costello) Is Unable to Move the Heart of the Great Napoleon (Pasquale  
Amato), Who Refuses to Recognize Her Marriage to Jerome.



A VILLAIN FOILED: THE SHARP SWORD OF JEROME BONAPARTE  
(Conrad Nagel) Punishes a Cad and Upholds the Honor of "Glorious Betsy."

## New York Goes Wild Over German-Irish Aviators



THE FORD RELIEF PLANE THAT BROUGHT THE FLIERS FROM LABRADOR: ITS ARRIVAL AT CURTISS FIELD, From Which the Three Airmen at Once Started by Train for Washington to Attend the Funeral of Floyd Bennett, Who Died of Pneumonia as a Result of His Attempt to Rescue Them. Owing to Their Decision to Go to Washington the Official Reception in New York Was Delayed, but When It Came It Was the Greatest in the City's History, Save That Which Lindbergh Received Last Year. (Times Wide World Photos.)



THE FIRST PHOTOGRAPH OF THE GERMAN-IRISH BIRDMEN TAKEN IN THE UNITED STATES: FITZ- MAURICE, VON HUENEFELD AND KOEHL (the Last Named Seated) at Curtiss Field, L. I., Where They Arrived by Airplane From Canada, Then Went On to Washington for Floyd Bennett's Funeral, Returning to New York Immediately Afterward. (Times Wide World Photos.)



THE OBSERVED OF ALL OBSERVERS: RIDING UP BROADWAY, the German-Irish Heroes of the Hour Find Much of Interest in the Sights and Sounds That Greet Them. In the Foreground, Centre, Is Grover Whalen. Behind Him Are Seated the Three Airmen.



LOOKING UP! THE TRANSATLANTIC SKY VOYAGERS SEE THE SKYSCRAPERS OF MANHATTAN as They Are Borne Up Broadway Amid a Continuous Shower of Tiny Bits of Paper and Ticker Tape. From All Office Windows the Tribute Fluttered Down Until the Street Was Carpeted in White. (Times Wide World Photos.)

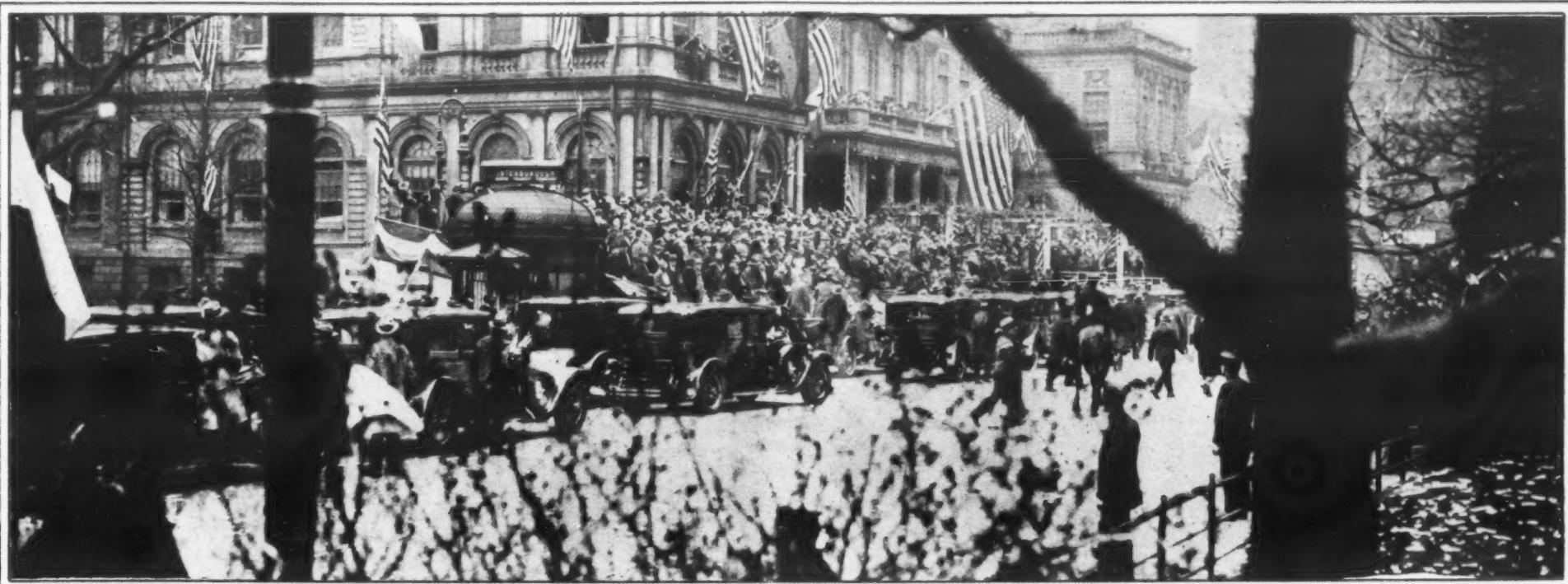


STOKING UP FOR A HARD DAY: NEW YORK'S HONORED GUESTS at Breakfast Before Beginning the Rather Exhausting Experience of Being Welcomed by the Metropolis. Left to Right: Major James C. Fitzmaurice, "Duke" Schiller, the Canadian Pilot Who Was First to Reach Them in Labrador; Baron Gunther von Huenefeld and Captain Hermann Koehl. (Times Wide World Photos.)



MAYOR WALKER AND A NEW MEMBER OF HIS STAFF: ROBERT E. LEE 4th (the Little Boy in the Gray Uniform Whom Walker Is Holding) Assists the Mayor in the Official Reception to the Fliers. Left to Right: Captain Koehl, Robert E. Lee 4th (Great-Grandson of the Confederate General), Mayor Walker, Major Fitzmaurice, "Pat" Fitzmaurice and Baron von Huenefeld. (Times Wide World Photos.)

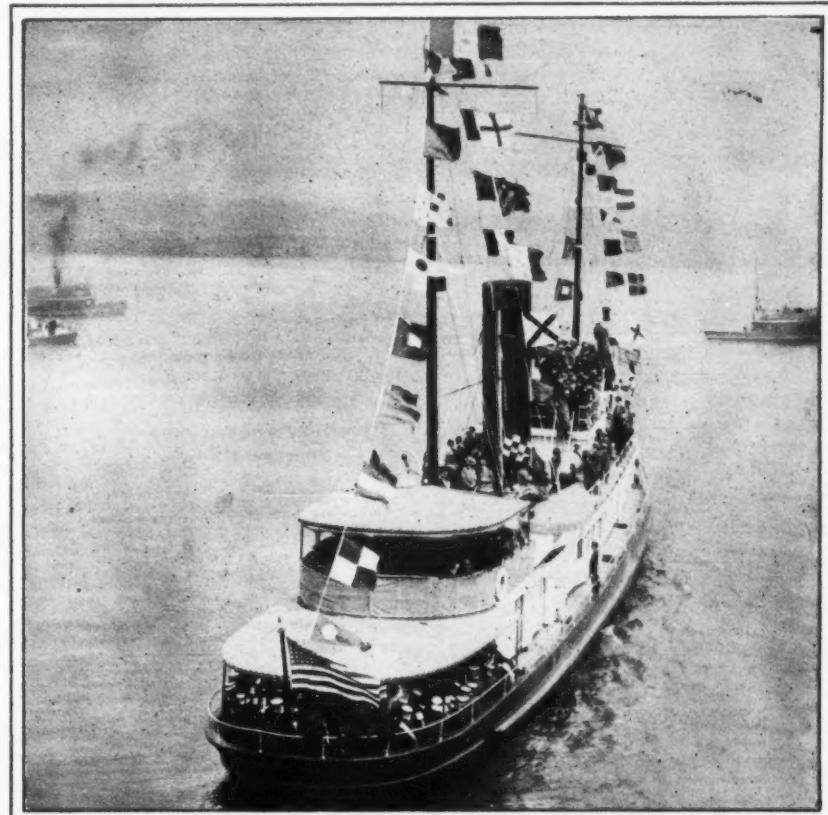
# In Greatest Reception Since That of Lindbergh



THEY TAKE A LOOK AT THE TOWN: VON HUENEFELD, FITZMAURICE AND KOEHL

(Left to Right) on the Roof of the Ritz-Carlton Hotel, Where They Made Their Headquarters While in New York.  
(Times Wide World Photos.)

AT THE NEW YORK CITY HALL: THE GERMAN-IRISH FLIERS AND THEIR ESCORT Arrive at Municipal Headquarters, Where the Metropolis of the Western World Extends Its Official Greetings.  
(Times Wide World Photos.)



IN NEW YORK BAY: THE MUNICIPAL WELCOMING BOAT, THE MACOM,

Just Before the Start of the Elaborate Ceremonies Prepared by the City of New York in Honor of the Transatlantic Airmen. The Macom Took "the Three Musketeers" From the Statue of Liberty to the Battery, Where They Landed Amid an Uproar of Sirens, Whistles, Foghorns and the Shouts of Many Thousand Waiting Welcomers.

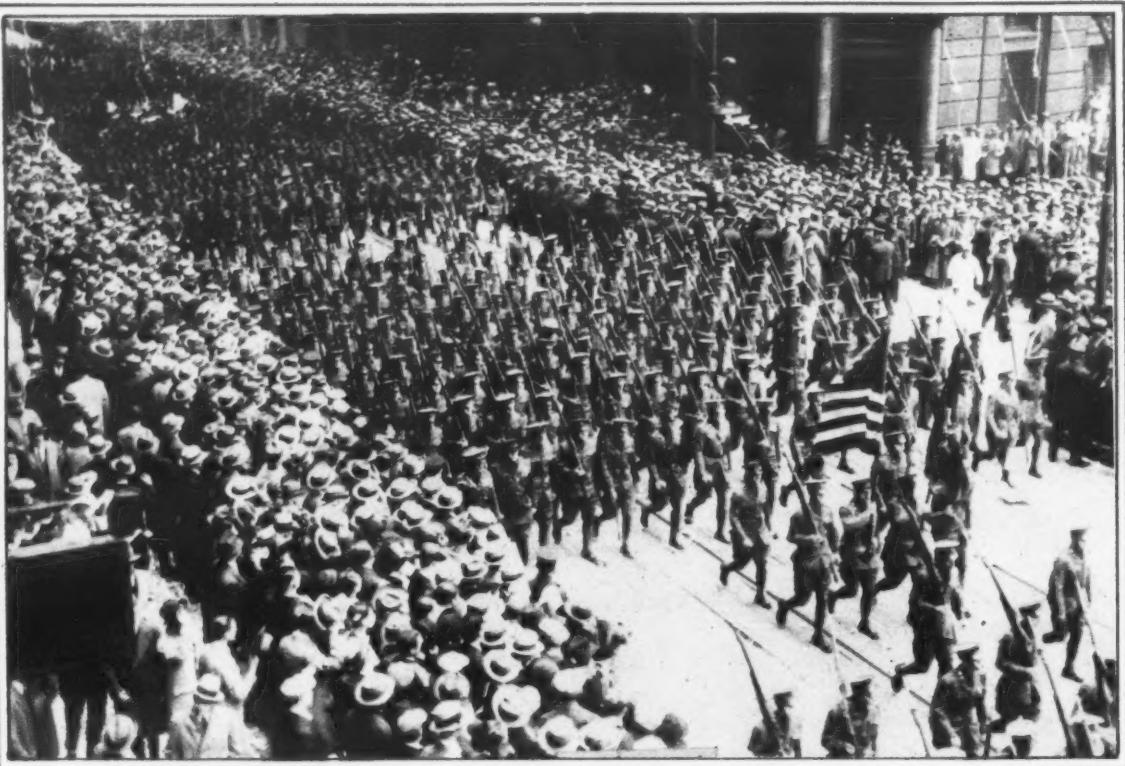


RELAXING AFTER AN OVERWHELMING RECEPTION: THE OCEAN FLIERS in Their Quarters at the Ritz-Carlton Hotel. Left to Right, Seated: Captain and Mrs. Hermann Koehl, Major Fitzmaurice With "Pat" on His Lap, and Mrs. Fitzmaurice. Baron von Huenefeld Is Standing Behind the Sofa.  
(Times Wide World Photos.)



THE FLIERS' FAMILIES ARRIVE IN TIME FOR NEW YORK'S TRIUMPHAL WELCOME: DOWN THE GANGPLANK OF THE LINER DRESDEN Come (Left to Right) Little Patricia Fitzmaurice, Alfred L. Meehan of the Welcoming Committee, Mrs. James C. Fitzmaurice, Mrs. Hermann Koehl and Mrs. Clarence Chamberlin, Wife of the American Airman Who Flew to Germany Last Year. Mrs. Chamberlin Met the Dresden in Order to Greet the Wives of Koehl and Fitzmaurice.  
(Times Wide World Photos.)

*America's Chief City Extends Enthusiasm to the Three From Germany*



PART OF THE GREAT PROCESSION: FIGHTING MEN Turn Out to Render Tribute to the Bravery of the Men Who Flew the Atlantic Ocean From Ireland to Labrador.  
(Times Wide World Photos.)



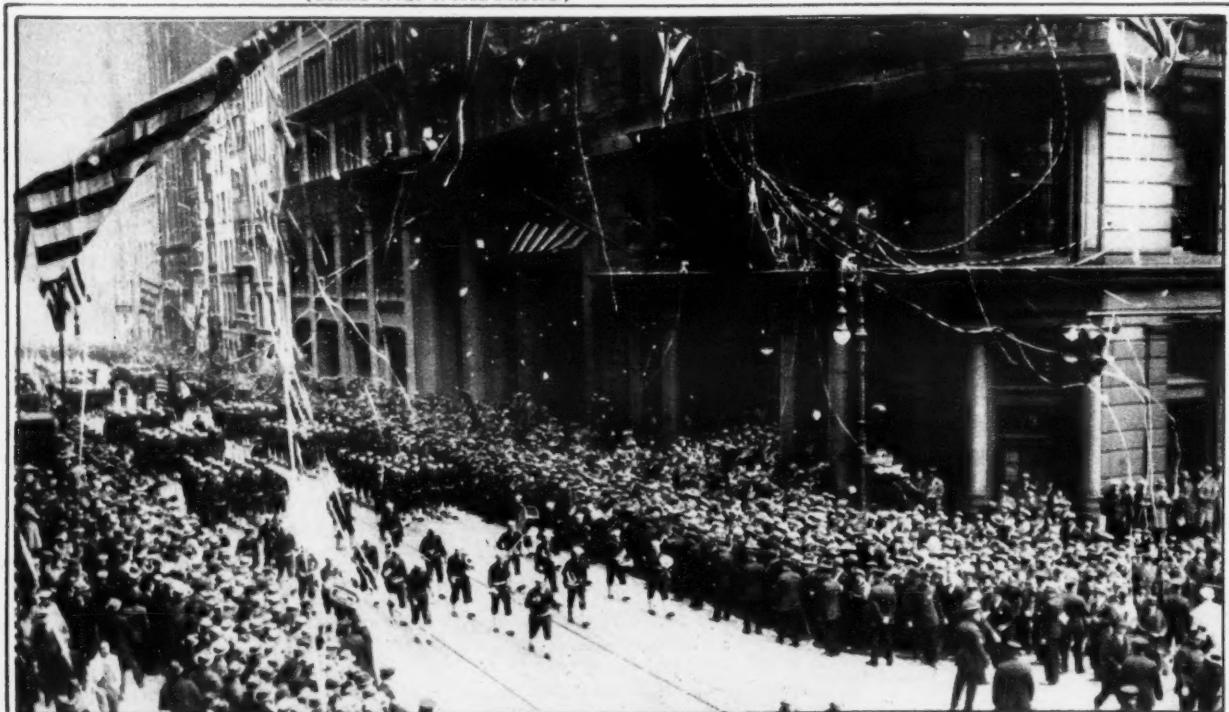
THE CEREMONIES ARE BROADCAST  
MAJOR JAMES C. FITZ-MAURICE Makes a Speech at the City Hall Which the Microphone Carries to Listening Millions.  
(Times Wide World Photos.)



THE MEDAL OF THE STATE OF NEW YORK: MAJOR GEN. WILLIAM N. HASKELL, Representing Governor Smith, Fastens It Around the Neck of Major Fitzmaurice. Similar Medals Were Awarded to Koehl and von Huenefeld, as Well as Scrolls From the City of New York.  
(Times Wide World Photos.)



IN MEMORY OF THE HEROIC DEAD: AT THE ETERNAL LIGHT the Airmen Stand at the Salute. Koehl and von Huenefeld Served With the German Forces During the Late War; Fitzmaurice Was in the British Royal Air Force.  
(Times Wide World Photos.)



COURAGE MAKES THE WHOLE WORLD KIN: A NAVAL DETACHMENT Marches Up Broadway in Honor of the German-Irish Aviators.  
(Times Wide World Photos.)



THE HERO-WORSHIPERS: A SECTION OF THE CROWD That Choked the Streets Along Which the Triumphal Parade Was Scheduled to Pass.  
(Times Wide World Photos.)

Week Ending May 12, 1928

## Enthusiastic Welcome to the Gallant Germany and Ireland



THE CEREMONIES ARE  
BROADCAST:  
MAJOR  
JAMES C.  
FITZ-  
MAURICE  
Makes a  
Speech at the  
City Hall  
Which the  
Microphone  
Carries to  
Listening  
Millions.  
(Times Wide  
World Photos.)



ROBERT E. LEE WELCOMES THE FLIERS: IN A CONFEDERATE UNIFORM  
Like That of His Illustrious Ancestor, the Great-Grandson of the Southern Chieftain Extends the Greetings of New York and the Nation to Koehl, von Huenefeld and Fitzmaurice.  
(Times Wide World Photos.)

ALL THE TOWN TURNS OUT TO HONOR THE AIRMEN: THE KOEHL-FITZMAURICE-VON HUENEFELD PARADE  
Passing the New York Public Library at Fifth Avenue and Forty-second Street.  
The Fliers Are in the First Automobile.  
(Times Wide World Photos.)



GERMANY'S GOOD-WILL AMBASSADORS: BARON VON HUENEFELD  
Speaking at the City Hall Ceremonies. Captain Koehl and Mayor Walker Are  
at the Left.  
(Times Wide World Photos.)



SMILING WIVES: MRS. CLARENCE D. CHAMBERLIN  
(Centre) Went Down the Bay to Meet Mrs. Fitzmaurice  
(Left), "Pat" Fitzmaurice and Mrs. Koehl (Right).  
(Times Wide World Photos.)



BROADWAY TAKES A COAT OF WHITE: FROM OFFICE BUILDINGS ALL ALONG THE LINE OF  
MARCH  
Myriads of Scraps of Paper and Endless Streamers of Ticker-Tape Bespeak the Hospitable Emotions of New York Toward the Men Who Dared the Western Passage Over the Atlantic and Conquered.  
(Times Wide World Photos.)

# The Making of a Movie in the South Seas



THE MOVIES ESTABLISH THEMSELVES IN AN EARTHLY PARADISE,  
Where the Sea Is Like a Mirror and the Palms Wave in the Languid Breeze.



WHERE A SMILING OCEAN KISSES THE SHORE: A TROPICAL SCENE  
Which Will Form Part of the Background of "White Shadows of the South Seas."

**F**IVE thousand miles from the home base at Hollywood the world's queerest motion-picture studio is today in operation filming, cutting, developing and printing a motion picture beneath the famed Casuarine trees of an atoll in the South Seas.

The studio has been built entirely with native labor and is located within fifty feet of the shores of the South Seas on the Island of Papeete. It consists of a number of wooden-framed sheetiron-roofed structures, surrounded by nearly fifty native huts with their picturesque thatched roofs.

This studio has been built by employes of Metro-Goldwyn-Mayer who are now in the islands under the direction of W. S. Van Dyke for the purpose of filming an epic motion picture of the coming of the white man to the Southern archipelago. It will be released under the title of "White Shadows of the South Seas," as a Cosmopolitan production.

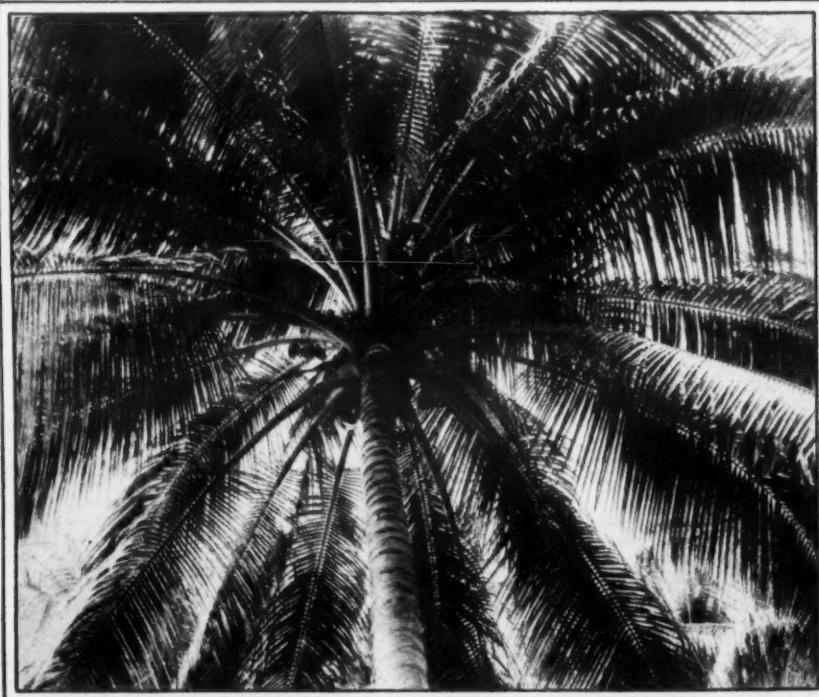
Because of the immense distance from the home studios the new Metro-Goldwyn-Mayer unit has been forced to be virtually self-contained. The unit consists of laboratories for the printing and developing of film, a stage for the shooting of interior scenes, store rooms, a projection room, a commissary, executive offices and living quarters for the staff of sixty technical employes that have been sent to the islands from Hollywood.

Surrounding the studios proper, a native village of the "pre-white" era has been constructed and several hundred natives were brought from all over the islands to inhabit the miniature city.

Although the production unit is over 5,000 miles from home, it functions under a regular production schedule and with as business-like efficiency as does the regular



A BEAUTY OF  
THE PACIFIC:  
RAQUEL  
TORRES,  
Who Plays the  
Feminine Lead  
in "White  
Shadows of the  
South Seas," the  
Motion Picture  
Which Is Being  
Filmed in  
Papeete.



"IN THE SHADE OF THE SHELTERING PALM": THIS STRIKING VIEW  
of a Great Palm Tree, Looking Upward, Was Made by a Metro-Goldwyn-Mayer Photographer "on Location" in the South Seas.

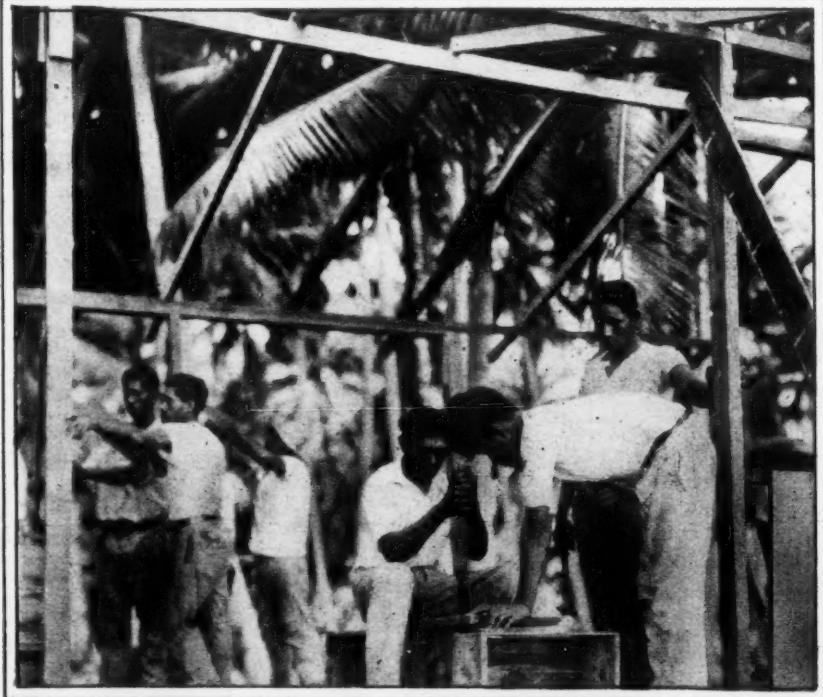
organization. Van Dyke is in nightly touch with studio executives in America by cable and radio.

Many difficulties incidental to making a motion picture so far from Hollywood have of course been encountered. As much of the picture deals with a period before any white men came to the islands, a great deal of historical research has been necessary.

Then came the difficulty of collecting the hundreds of natives who play in the production. As a first drawback the "bobbing" craze swept the archipelago two years ago and an unbobbed female is nearly as scarce on the islands as on Hollywood Boulevard.

This problem overcome, the next was in persuading the actors to work. Money is absolutely non-essential in their lives and they must be paid in trade goods imported from the United States. Also they are addicted to the "manana" habit and can see no good reason why a shooting schedule should be adhered to today when tomorrow will do just as well. Van Dyke found that by conferences with the chiefs the natives could be imbued with the spirit of immortalizing the lives and customs of their ancestors and thus made to work industriously to inscribe the record on celluloid.

The results of the experiment are certain to be interesting. Very often people who have never seen a motion picture make the best kind of movie actors because they simply behave naturally. This will very likely turn out to be the case with these "children of nature" who inhabit the soft Pacific isles. And they will not demand Hollywood salaries.



HOLLYWOOD ON A PACIFIC ISLAND: NATIVES OF PAPEETE  
Constructing a Motion-Picture Studio for the Making of "White  
Shadows."

# Among the Merry Mummers of the Great White Way



JUDITH  
ANDER-  
SON

in "The Young  
Truth," Coming  
to the Lyceum  
Theatre.  
(White.)



GLENN HUNTER AND MRS. LESLIE CARTER  
in the Revival of Goldsmith's "She Stoops to Conquer," Opening Next  
Week at the Erlanger Theatre.  
(White.)



POLLY

LUCE

in "Here's  
Howe!" at the  
Broadhurst  
Theatre.  
(White.)



## BEHIND THE FOOTLIGHTS

AMONG the many favorites of Broadway, none holds a warmer place in its heart than does Charles King, who is featured in the new musical comedy, "Present Arms," at the Mansfield Theatre.

A great host knows him as "Charlie." A still greater host has seen him and liked him in the long series of musical shows whose cast he has adorned. Last year he was the sea-going hero of "Hit the Deck." Prior to that he was in the 1926 "Ziegfeld Follies"; and so one might follow his career back through the seasons to a show entitled "A Winsome Widow," in which he sang a song



CHARLES KING.  
(De Barron.)

with a chorus beginning: "Won't you be my baby bumble-bee?"

Between the intrinsic excellence of this ditty and Mr. King's inimitable way of singing it, it seemed for a long time as though he would be forced to go on singing it as long as he lived. Other shows claimed Mr. King's services, but the audiences continued to demand the bumble-bee until they got it. Some of us would like to hear it again today.

But at any rate we have Mr. King in "Present Arms," and he can handle a good song as well as ever.

Long may he be numbered among the shining lights of the New York stage!



LAURA LEE  
in "The Greenwich Village Follies," at the Winter  
Garden.  
(New York Times Studios.)

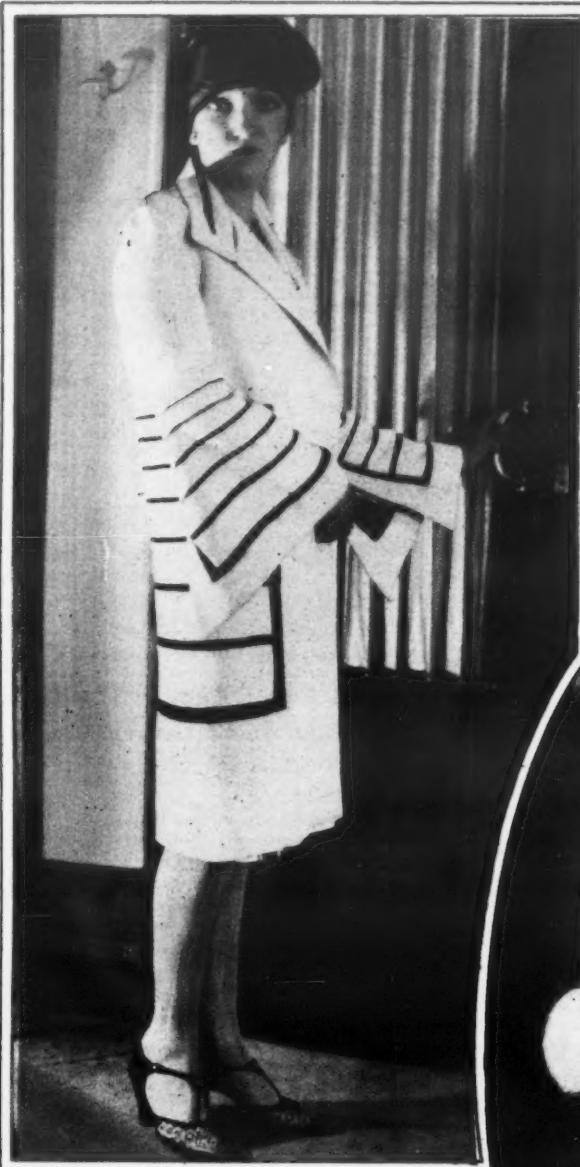


CARYL BERGMAN  
in "Rosalie," at the New Amsterdam Theatre.  
(De Barron.)



MARION MARCHANT  
To Be Featured in a New Shubert Operetta.

Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



LANVIN FEATURES WHITE FOR SUMMER.

Though She Chooses a Heavy Ottoman Silk in a Cream Tone for This Ensemble, Enhancing the Richness of the Material With Inlaid Edges of Black Velvet. The Frock Is of White Shantung.

(Times Wide World Photos, Paris Bureau.)

*One Tone  
in Frock  
and Coat  
Favored  
by Paris*

Selected by  
Grace Wiley,  
Paris Fashion  
Editor



WHITE WILL AGAIN BE A MOST POPULAR COLOR for Summer, and Lelong Adheres to It Strictly in This Georgette Ensemble Trimmed in White Fox, With Tiny Bias Folds of the White Georgette Applied Like Braiding, Stitched in Deep Borders on Both Coat and Frock.

(Times Wide World Photos, Paris Bureau.)



PATOU'S MANNEQUIN HOLDS THE COAT OF HER GEORGETTE ENSEMBLE

(Printed Closely in a Speckled Gray Design) to the Light to Show That It Has No Lining but Only Deep Self Tucks to Give It Body. The Arrangement of the Ruffles on the Frock Is Worth Noting.

(Times Wide World Photos, Paris Bureau.)



A  
STRIKING  
ENSEMBLE

FROM PREMET of Unlined Black Taffeta With Narrow Self Bands and Narrow Inserted Bands of Coral and Rose Taffeta to Trim It.

(Times Wide World Photos, Paris Bureau.)



SILVER GRAY CREPE DE CHINE Is Combined With a Silvery Gray Chiffon Embroidered in Squares in This Boué Soeurs Ensemble.

16 Rue de la Paix, Paris, May 3.

WITH the opening of the Longchamps race course in early May, Paris formally inaugurates the season of the Summer ensemble. In keeping with the tradition that costumes designed for the races must be light and fluffy in character, these ensembles are developed preferably in such summery materials as chiffon and georgette, though unlined crépe de chine or taffeta may be used for the coats, if desired.

In contrast to the earlier ensembles, which combined plain and printed materials, these carry out one tone in both frock and unlined coat. This "one-tone" restriction does not forbid the use of printed materials, however; it merely stipulates that when a print is used it must be used for both the wrap and frock. In this case the wrap is left unlined so that no obtrusive contrasting note need be introduced. The most successful pattern chosen in georgette or crépe de chine for these print-over-print ensembles is one that blurs easily at a little distance.

In the plain colored ensembles of georgette or chiffon, light colors are favorites, with white leading the field and pale silver gray a close second.

To keep the coat from flying unmanageably various devices are resorted to in order to give the garment body: applied self trimming in a deep border, or self tucks as on the Patou model, or perhaps a border of matching fox fur.

G. W.



AN EGGSHELL GEORGETTE ENSEMBLE From Agnes, With Collar and Scarf Ends of Matching Fox and a Deep Border of Embroidered Wheels Held Together With an Open Fagoting Stitch. Blind Tucks Form a Fitted Shoulder Yoke.

(Times Wide World Photos, Paris Bureau.)





AN IDEAL SPORTS OUTFIT: THE NEW PARASOL and Shoes of White Kid With the Sandal Straps Are High-Lights for the Smartly Cut Frock and New Mushroom Hat.

*What Well-Dressed American Women Are Wearing*  
Selected by Katherine McCormack, Fashion Editor.

ANOTHER CLOSE-FITTING HAT: MADE OF SOFT, FINE FELT, It Is Trimmed With Scrolls of Straw and Is Here Shown in Pearl Gray.

ANOTHER CLOSE-FITTING HAT: MADE OF SOFT, FINE FELT, It Is Trimmed With Scrolls of Straw and Is Here Shown in Pearl Gray.



THE STOCKING HAT HAS RETURNED

for Summer Wear. It May Be Had in Either Woven Silk or Straw and Comes in a Wide Variety of Colors.



THIS BLUE AND WHITE CREPE SKIRT Is Worn With a Jersey Sweater and the White Kid Shoes Are Trimmed With Blue to Carry Out the General Color Scheme.



A SOPHISTI-CATED AFTER-NOON HAT, Black, With Petal Trimming and Nose Veiling Which Creates a Decidedly Flattering Effect.

(Photos Gabor Eder.)

FOR THE CLUB ON A WARM AFTERNOON: A DRESS OF BEIGE LACE

With Corsage Worn in Front and a Simple But Smart Hat of Transparent Straw.



THE rainy weather has influenced many of the large shops to extend their lines of raincoats. In addition to the water-proofed gabardines in all colors, new silk coats have been added. Some are made of plain crêpes, others of fancy weaves with self-embossed designs. The regulation leatherette coats are also shown and some new versions of the transparent oilskins, which, by the way, are guaranteed not to tear. One of the smartest rainy-day outfits comprises a small, close-fitting hat, trench model coat and umbrella, all made of a very fine cotton cloth in a stone-gray mixture.

Umbrellas are taking on new color schemes, in addition to being made with slightly longer shanks. The wooden shank is still considered smart, with handles either crooked, in Prince of Wales style, or showing a modernistic trend in either coloring or shape. At present, navy blue is a good color for general usage, with bright green, red and purple following. Fancy bordered silks are used with heavy silk cord to match where such a handle is required.

Rubbers have branched out in new styles and colors. Women are now actually wearing them for protection, with the result that most stores are carrying the full rubber, the sandal type and fancy shoe coverings. These latter are made in pastel shades with little fancy borders on top in plaid or flowered designs. Even the sandals may now be purchased in red, green, all shades of beige, gray, navy blue and black.

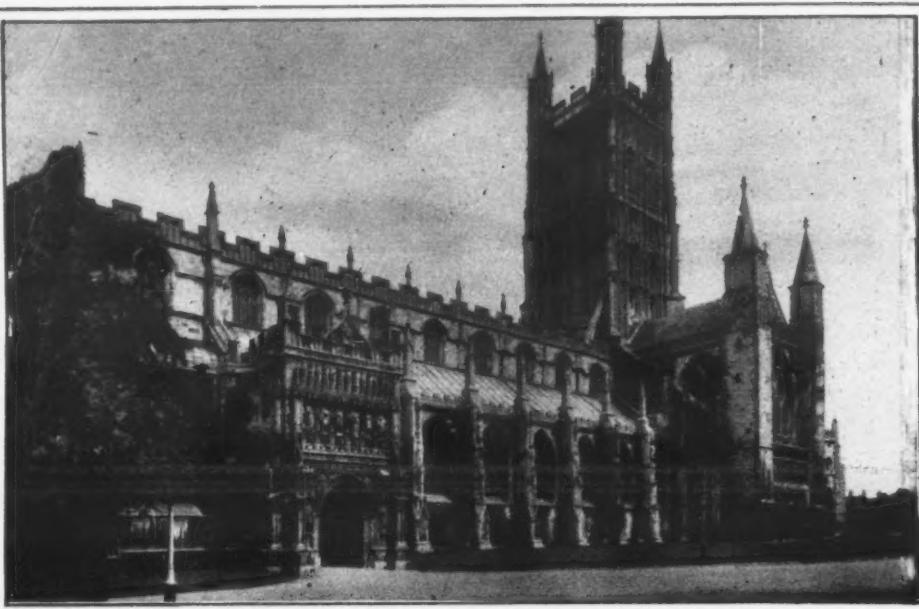
Shoes for everyday wear or for the country may now be selected with an eye to style as well as comfort. One of the leading Fifth Avenue stores is showing oxfords with new trimmings, appliquéd work and smartly designed lines that at once flatter a woman's foot when encased in a shoe made of extra heavy leather. The colors favor the rich brown shades, although some few are shown in black.

K. McC.

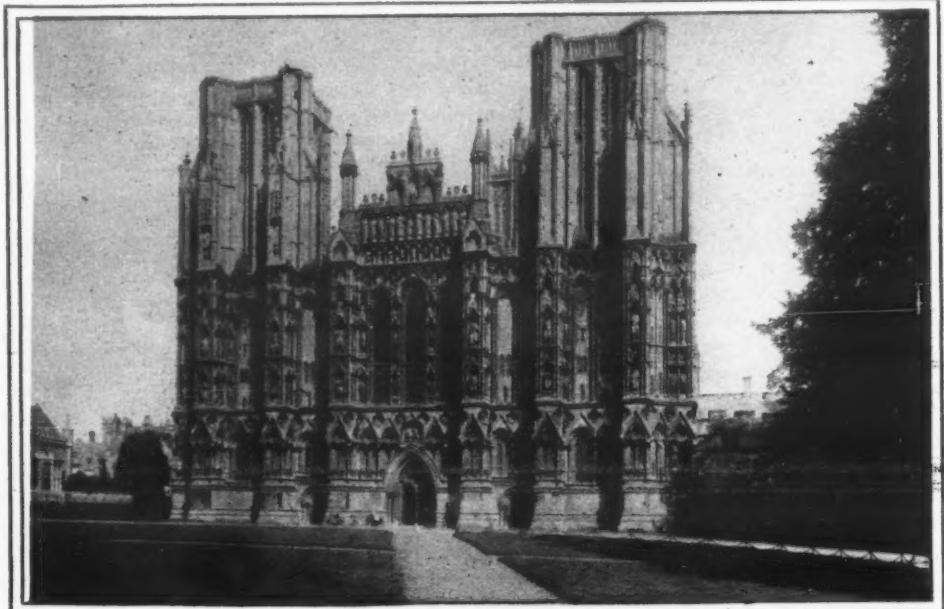
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Information as to Where the Articles Shown on This Page May Be Purchased Will, on Request, Be Furnished by the Fashion Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

## THE CHARM OF A PILGRIMAGE AMONG ENGLISH CATHEDRALS



GLoucester Cathedral.



Wells Cathedral.



THE NAVE OF EXETER CATHEDRAL.

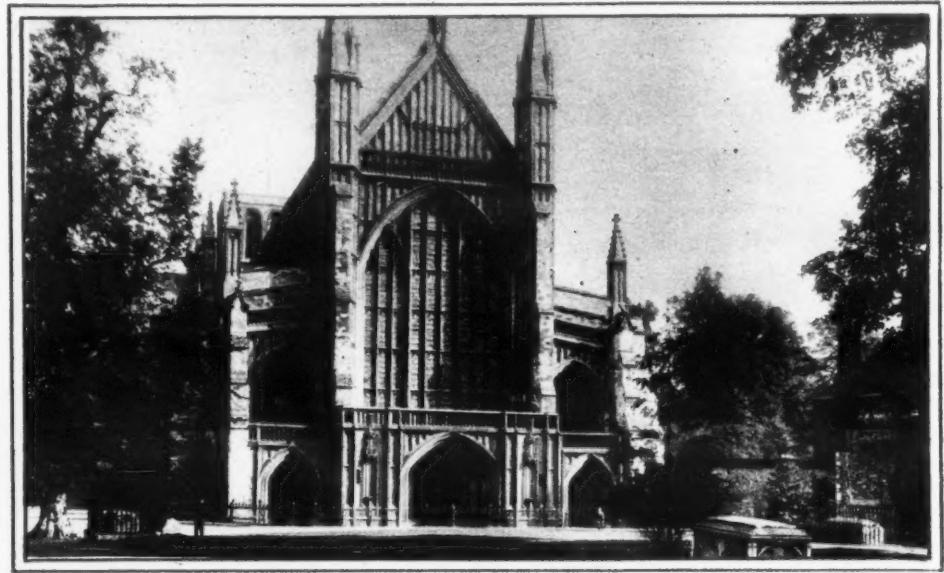
(Photos Courtesy Great Western Railway of England.)

**I**N the Ages of Faith, as they are called, men's yearnings after the unseen took visible shape in the work of their hands, and the medieval cathedrals and churches of Europe arose as the substance of things hoped for. After centuries of turmoil and changing creeds many of them still stand, their towers and spires leaping toward the sky, their walls and buttresses as firm and beautiful as when the spirit of the Middle Ages brought them to birth.

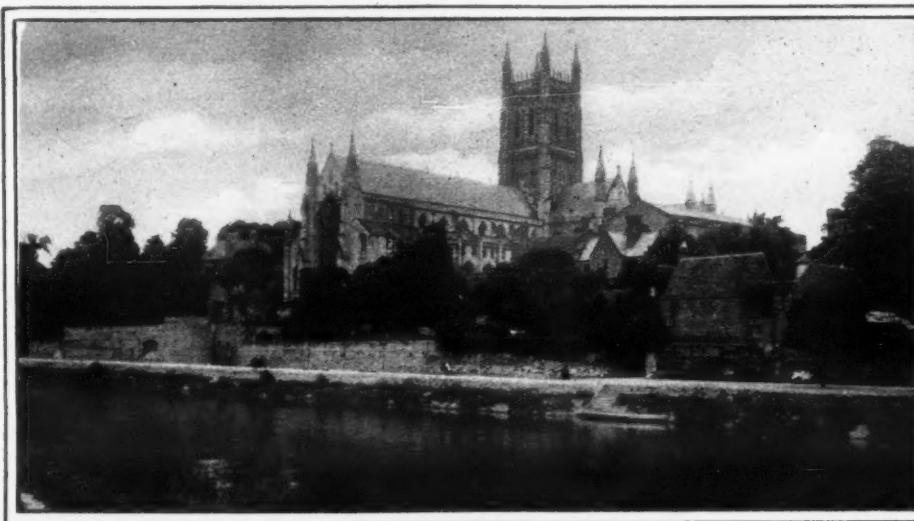
Not least among the pleasures of journeying through England is the joy to be derived, by the imaginative traveler, from the English cathedrals. Nowhere did the marvelous impulse which originated the era of cathedral-building give rise to more magnificent results than in England; and when the Reformation came, the spirit of that movement was less iconoclastic in "the land of compromise" than in certain other countries. Posterity has reason to be grateful for the moderation which spared the architectural treasures of medieval piety and culture.

Supposing that one has seen all the ordinary sights of England—the things that everybody sees as a matter of course—one delightful way of spending a Summer would be to devote it to the cathedrals. The process of going from shrine to shrine would lead one into some of the loveliest parts of the island and would provide one with a new insight into English history and the English character.

A few of the cathedrals are shown on this page. Each and every one of them is entwined with the nation's story. Winchester, for instance, was in old times the capital of England; and on the site of the



THE WEST FRONT OF WINCHESTER CATHEDRAL.



WORCESTER CATHEDRAL.

present venerable Cathedral Church of the Holy Trinity a house of worship has stood since Britain was under the sway of the Roman Empire. The cathedral as we

know it today dates in large part from Norman times. St. Swithin, whose feast day is connected with the legend concerning forty days of rain or fair weather

after July 15, is one of the dim figures associated with Winchester Cathedral, and William Rufus is buried there.

The view of Worcester Cathedral gives an idea of the grandeur and majesty of aspect of these ancient fane as one approaches them.

"There are places in the world so beautiful, so happy or so sacred," says Mr. Edward Hutton, "that to speak of them now without a certain reverent hesitation might seem impossible; of these Wells is one." And indeed there is no fairer spot in England than the traveler finds when he comes in view of this ancient place of prayer and praise, whose history commenced 1,200 years ago.

Each traveler, of course, finds one cathedral which he loves above all the rest. Our heart may go out to Salisbury, seen from afar, its spire riding high in the sky; or to Exeter, with its quiet and abiding charm; or to the majesty of Gloucester, or the utter loveliness of Christ Church, Oxford. Or perhaps some other, among the many, calls us and holds us. These are matters on which it may safely be said that everybody is right. There is no final standard. But one thing is certain: that such a Summer spent in England among the cathedrals will be a memory that will lend fragrance to one's days ever afterward.

The appreciation of these glories of the human spirit is not all dependent upon one's religious preferences or prejudices. Men and women of any religion or no religion may share in the heritage bequeathed us by those medieval dreamers who built so wisely and so well. Amid all the winds of doctrine their work endures.

**W**ITH the approach of the season of vacations and Summer travel, Mid-Week Pictorial has arranged for a series of illustrated articles descriptive of some of the more interesting and accessible foreign countries, written especially from the viewpoint of the American tourist.

*Our people are traveling more than ever before. The rapid development of modern transportation has placed within the reach of most of us facilities for seeing the world which would have amazed our ancestors. Every year thousands of fresh recruits are added to the great army of globe-trotters.*

*The articles which Mid-Week Pictorial will publish this Spring and Summer will tell of lands in Europe, Asia and Africa; of the things best worth seeing; of the joys and troubles of the traveler, and of how the former may be attained and the latter avoided or mitigated.*

*And in connection with these articles Mid-Week Pictorial has arranged to be of additional service to such of its readers as may plan to tour America or go abroad. Questions concerning travel will be gladly answered, and should be addressed to Travel Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York.*



ONE OF THE FIVE PRETTIEST GIRLS AT LA GRANGE COLLEGE: MISS SARA KING of Atlanta Is Included in the Fair Quintet Selected by Their Fellow-Students as the Prettiest of All. The College at La Grange, Ga., Is One of the Oldest Women's Colleges in the South.  
(Times Wide World Photos.)

*College and High School Beauties Down in Dixie*



MISS MARGARET DOLLIS of La Grange Is Also One of "the Five Prettiest."  
(Times Wide World Photos.)



MISS JULIA MARLIN of Alpharetta, Ga., Is One of La Grange College's Five Fairest.  
(Times Wide World Photos.)

AMONG THE FIVE: MISS FRANCES JACKSON of Ben Hill, Ga., Stood High in the Voting at La Grange College.  
(Times Wide World Photos.)



ELECTED BY HER FELLOW STUDENTS: MISS ANNE WALLACE Was Chosen as One of the Two Prettiest Girls at Tubman High School, Augusta, Ga.  
(Times Wide World Photos.)



A HIGH SCHOOL BEAUTY: MISS MARGARET STOKES Shares Honors With Miss Wallace, the Two Having Been Voted the Prettiest Girls at Tubman High School, Augusta, Ga.  
(Times Wide World Photos.)



MISS LOUISA DOZIER of La Grange, Ga., One of "the Five Prettiest Girls" at La Grange College.  
(Times Wide World Photos.)

## BEAUTIFUL GERMANY



FOR smiles and sunshine go to Germany! The cheerful "Gruess Gott" of fair maidens in gay costume, melodious bells echoing from flowery mountainsides, the busy murmur of the

Black Forest brook, the old mill's clatter. And then in great cities festive throngs from near and far, bent on naught but happiness. All this will fill your heart with joy. See Germany next!

*We will gladly send you, gratis, illustrated booklets and information on summer events, transportation, fares, hotels, spas, etc.*

**GERMAN TOURIST INFORMATION OFFICE.**  
665 Fifth Avenue, New York

Please send me Illustrated Travel Brochures on Beautiful Germany. 617  
Name.....  
Address.....

Mid-Week Pictorial. Week Ending May 12, 1928

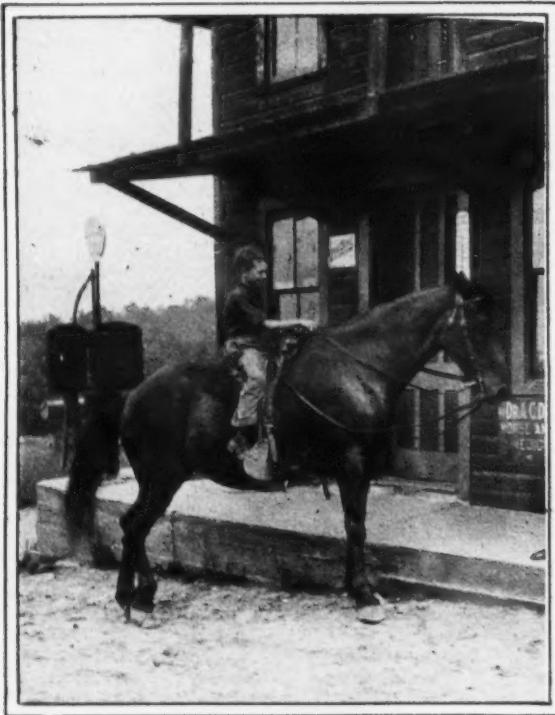
# Cash Awards to Amateur Photographers

First Prize—Ten Dollars.

Won by E. J. Brown, Los Angeles, Cal.



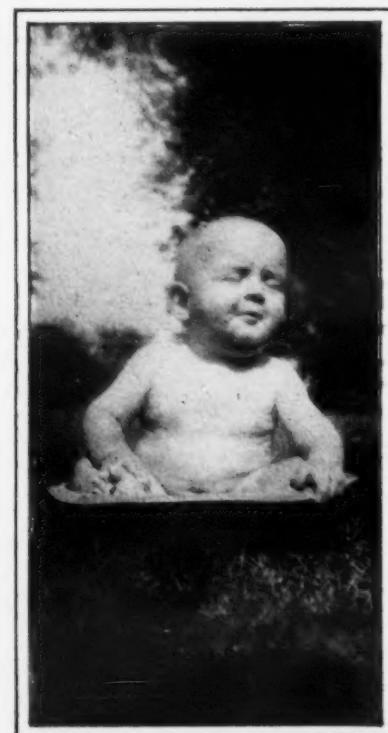
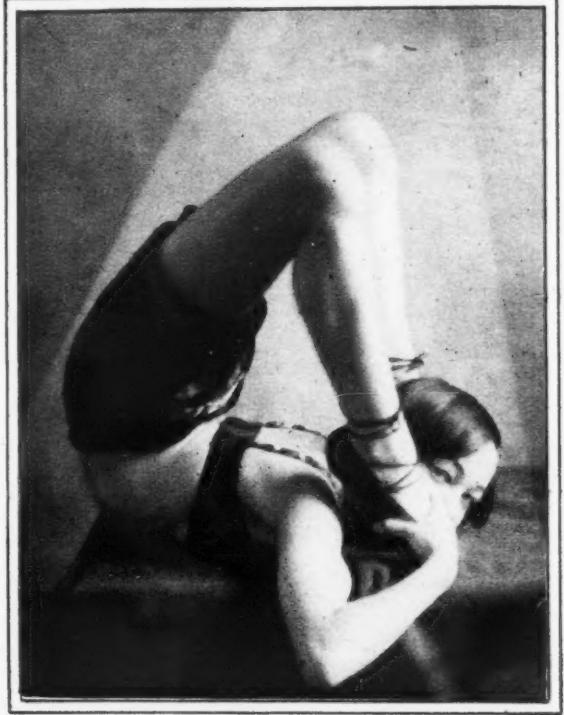
CONEY ISLAND.



Amateur photographers everywhere are invited to send, at their own risk, their latest and best photographs (not negatives) to Mid-Week Pictorial, which will award a first prize of ten dollars (\$10.00) in cash for the photograph adjudged the best each week, five dollars (\$5.00) for the second best and three dollars (\$3.00) for each additional photograph published.

The photographs are judged on the basis of interest aroused by the picture and the technical quality of the photographic work itself. If return of picture is desired, postage should be enclosed. Contestants must not submit pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean a financial loss.

Second Prize—Five Dollars.  
Won by Lester A. Hansler, Los Angeles, Cal.



OUT  
WHERE  
THE  
WEST  
BEGINS.  
Three  
Dollars  
Awarded  
to George  
R. Brooks,  
Rochester,  
N. Y.

YOUNG  
DIOGENES.  
Three  
Dollars  
Awarded  
to Miss  
Bessie  
Smith,  
New  
Sharon, Ia.



"THE WHITE MESSENGER."

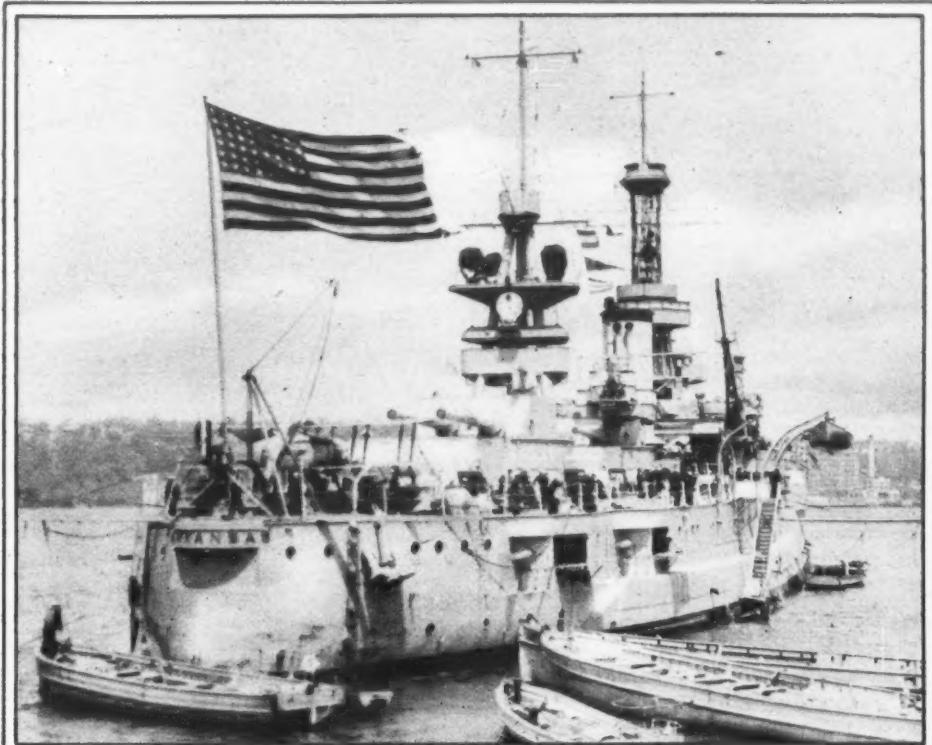
A  
LIMBER  
YOUNG  
LADY.  
Three  
Dollars  
Awarded  
to Charles  
Teaster,  
Kingston,  
Pa.

HIGH  
SPIRITS.  
Three  
Dollars  
Awarded  
to Harry B.  
Bradley,  
San Fran-  
cisco, Cal.



All Photographs Should Be Sent to the Amateur Photographic Editor, 229 West Forty-third Street, New York, N. Y.

## In the Weekly Prize Camera Competition

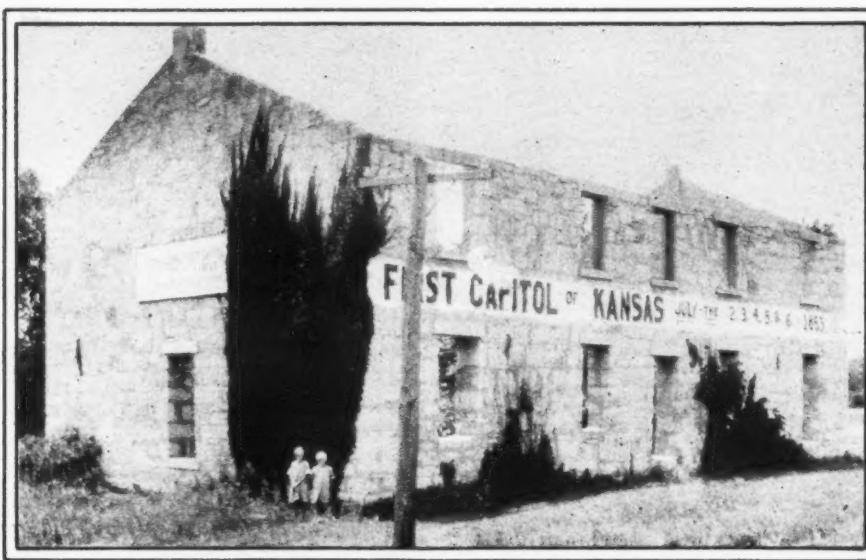


FEEDING THE LAMBS.

Three Dollars Awarded to Wain  
ble E. Patton, Pendleton, Ore.

REST AFTER STORMY SEAS.

Three Dollars Awarded to  
Clifford Scofield, New York.



THE FIRST CAPITOL OF KANSAS.  
Three Dollars Awarded to F. Smith, Newton, Kan.

WHEN A GIRL GOES  
BUCCANEERING.

Three Dollars Awarded to Mil-  
dred A. Duerig, Los Angeles,  
Cal.

HEAP BIG INJUN.

Three Dollars Awarded to Mil-  
dred Ring, Reno, Nev.



"A GIRL, A BOOK, A SHADY NOOK."

Three Dollars Awarded to Russell Harrison, Knoxville, Tenn.



AT HIS POST OF DUTY.

Three Dollars Awarded to Doris E. Wright, Middleboro, Mass.

Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered, Either in This Department or Through  
the Mails, by the Director of The New York Times Studios.

## AN AMATEUR MOTION PICTURE DRAMA TOURS THE COUNTRY



"FLY LOW JACK" AND HIS PAL.

**I**T was bound to happen—so, of course, it has happened.

Amateur movies are coming into their own.

With the development of motion-picture cameras which can be operated by everybody a new and boundless field has been opened to the men, women and children who like to act "for the fun of it"; and of course their name is legion.

Most people at some time in their lives have taken part in amateur theatricals, but until rather recently the possibility of ever playing in a motion picture was a remote one for the vast majority of us. With the appearance of the simple, handy and perfectly efficient home motion-picture camera, however, the situation has completely changed. We can, if we like, make our own home a Hollywood. We can write our own movie scenarios and act in them with our families and friends. And we can really determine at last just how well we shape up on the screen in comparison with Mary Pickford or John Gilbert.

At the present time it is estimated that was made last Summer by the Rochester there are nearly half a million amateur Community Players of Rochester, N. Y.—a movie makers within the borders of the strictly amateur organization. It is entitled United States. Furthermore, so strong is "Fly Low Jack and the Game," and after the dramatic urge that there are said to having been shown in about 200 cities in be 5,000 clubs which exist solely for the different parts of the nation it has come purpose of producing their own motion- to New York to be exhibited in the Horace Mann Auditorium and the Town Hall as

The first amateur picture story, however, an example of what can be done in this



A SCENE FROM "FLY LOW JACK AND THE GAME."

portable movie camera and 3,000 feet of amateur standard film. The picture was photographed in less than three weeks, "at the convenience of the cast." No make-up was used; no sets were built; artificial lighting was not employed. And the total cost of production, not counting the cost of the film used, was \$1.35.

This is something to think about. The coming of the home movie may well assuage a national unrest which has at times assumed threatening proportions. After all, those of us who feel an almost overwhelming urge to rush to the studios of California can now possess our souls in peace, stay at home, eat three meals a day and still be screen heroes and heroines.

It is a great deal safer than trying to force our way into the professional game, and it is much more of a lark.

There is a further possibility. By acting in home movies one obtains "screen tests" which may, sooner or later, reach the professional directors; and if one's charm and talent are so great as to make an impression upon those hard-boiled gentlemen the road to fame may be made smooth.

But the best way to make home movies is to make them just for the fun of it. If fame comes afterward, so much the

"Fly Low Jack and the Game" is a better, and at any rate one has had the thriller. The hero is an aviator and the finest kind of time. Amateur dramatic talent has never had

plot brings in airplanes, tennis, golf, swimming and polo. Also—of course!—it tells so broad a field as is opened to it by this of love. It was taken with the ordinary development of home movies.



FILMING THE HEROINE ON HORSEBACK.



THE INEVITABLE LOVE-SCENE "CLOSE-UP."

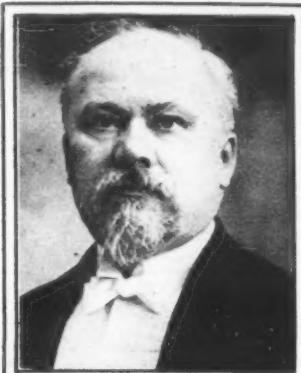


THE DASHING AIRMAN.



APPEARANCES COUNT FOR A GREAT DEAL IN THE MOVIES.

MAN OF THE WEEK



RAYMOND POINCARÉ.  
(International).

BY what amounts to a decisive vote of confidence, the French Government, headed by Raymond Poincaré, who became Premier something less than two years ago, was retained in power in the recent elections. Poincaré, representing sound financial policy and moderate nationalism, won so signal a victory that of the 612 members of the Chamber of Deputies it is estimated that he will have the backing of 430 for his policies.

The campaign brought into the light the basis of Premier Poincaré's financial plans. Following his wonderful feat in bringing the franc back from the edge of an abyss to stability and his importation of gold which flowed from France while she was fighting the Germans, he has received a mandate from the country to perfect the process of stabilization. It is a logical supposition that France will now embark on a domestic policy of further fiscal liquidation and a foreign policy based on Poincaré's firmness in protecting French national rights, modified by Briand's sincere efforts toward the international consolidation of peace.

An interesting repercussion on the election was the expression of German feeling regarding it, doubly interesting because the German elections are less than two weeks distant.

Germania, organ of the Catholic Centrists, says:

"In the elections confidence was expressed not in Poincaré the Ruhr adventurer but in the saviour of the franc."

The Tageblatt, democratic in its views, says that the most important result of the election is that peace policies will not suffer a setback.

The liberal Achthir declares that Poincaré has lost his former reputation with the Germans as a phantom of horror since he also shows that he desires an understanding with other nations the same as the majority of the French people.

With respect to the Kellogg anti-war treaty, the vote for Poincaré may be expected to reinforce his insistence on the reservations he wrote into the French draft of the compact.

M. Poincaré was born in 1860, was educated as a lawyer, entered politics in 1887, became Premier of France in 1912, was chosen President in 1913 and held the office until 1920. He became Premier again in 1922 and later in 1926. Few men have had so wide an experience in public affairs. During the World War he was a tower of strength to his country and the Allies.

Apart from his political brilliancy, he is an accomplished scholar, has almost encyclopedic knowledge and is a member of the French Academy.

WITH THE NEW BOOKS



GEORGE AGNEW CHAMBERLAIN.  
(Albany Art-Union).

THE STRANGER AT THE FEAST. By George Agnew Chamberlain. New York: G. P. Putnam's Sons. \$2.

A TRIANGLE much more innocent than the kind usually typified by that geometrical figure is the theme of George Agnew Chamberlain's latest book, "The Stranger at the Feast." Although the action of the story occurs in Paris and at an old chateau in the provinces, the leading characters with two exceptions are Americans.

Something of a soldier of fortune is Cornell Tappen, who, after spending nine years in Africa and there accumulating enough wealth to last him for a lifetime, has shaken the dust of the Dark Continent from his feet and returned to civilization, intending to compensate himself for the killing work he has undergone by indulging in whatever can be offered by the world, the flesh and the devil.

He lands at Marseilles, turns his property and securities into cash and starts for Paris, the world's playground. He is cynical toward women, though by no means averse to them. On the train he meets Paula Newcombe, a lovely and intelligent young woman, American like himself. She has a child, Joan, eight years old, but there is no husband in evidence. Tappen pursues the acquaintance, falls in love with her and his affection is returned.

He learns that Paula had been duly married to a Captain in the British Army nine years before while the war was on. The ceremony had been hurried, documents had been imperfectly certified and proofs of the legality of the marriage were unobtainable. They had only three days together before he had to rejoin his regiment, and shortly afterward he was listed among the missing. Paula had long since given him up as dead. So in all innocence she accepts Tappen's offer of marriage.

They are ideally happy until one day a blind vagrant turns up. Paula, horrified, recognizes him as Joan's father. He is penniless and helpless, utterly down and out. Paula feels it her duty to care for him, and, with Tappen's consent, he becomes a member of the household. The returned Enoch Arden claims no rights and takes the matter philosophically—in fact, views it with a sardonic humor. The situation amuses him—much more than it does the bewildered pair whose position has been made equivocal.

Their bewilderment is shared by Paula's parents, people of the strictest ideas. They insist that Paula and Tappen shall separate at once. But they have married in good faith and love each other. Who cuts the Gordian knot and how furnishes a surprising and thrilling climax.

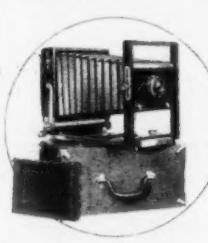


THE LEGION CHIEF ARRIVES BY AIR: COMMANDER EDWARD E. SPAFFORD of the American Legion Alights at Indianapolis After a 10,000-Mile Airplane Tour Through Fourteen States. Left to Right: James F. Barton, National Adjutant; Captain Thornton Chase, U. S. A.; Commander Spafford, Mrs. Spafford and (Behind Her) Captain R. G. Breen, U. S. A., Who Was Pilot on the Tour. (Times Wide World Photos.)



BRIDAL WREATH: MISS KATHRYN BEALS Among the Snowy Petals on the Lawn of the Old Soldiers' Home in Atlanta. (Times Wide World Photos.)

Make Money With Your Camera



Learn PROFESSIONAL PHOTOGRAPHY in your own home or in our studios

Let our experts train you. Instruction on correspondence plan or in our New York studios.

BE A MOTION PICTURE CAMERA MAN,

Portrait, News or Commercial Photographer

or have a big-paying business of your own. Earn while learning. Trained men earn \$50 to \$250 weekly; unlimited possibilities. Camera given with course. Write or call for Free Booklet.



NEW YORK INSTITUTE OF PHOTOGRAPHY

Dept. 104, 10 WEST 33RD ST., NEW YORK, N. Y.

## AMERICAN CRAFTSMANSHIP RE-CREATES PERIOD FURNITURE



A GOTHIC TREASURE CHEST  
in Oak. This Is an Exact Reproduction.

THE present vogue of period furniture has created a demand which is being met by American craftsmen with admirable reproductions of the styles of other lands and times.

Elizabethan, Jacobean, Renaissance, Queen Anne or what you will—the distinctive charm of these periods is admirably preserved in the creations of American hands and brains.

This is demonstrated by an interesting exhibition which will be held throughout the month of May at the department store of Stern Brothers in New York. The show is "dedicated to period furniture as it is being reproduced and interpreted today by leading craftsmen in America," and the management says that it has tried "to keep in mind the types of homes and types of people we are endeavoring to serve—young people who will be furnishing their first own homes, people moving into apartment hotels after their families are grown, city families moving into country homes, growing families moving to larger quarters—and we have used the inspiring resources of past periods as we believe them to be best adapted to the present scene."

Some of the most interesting items in the exhibition are here reproduced. These examples will furnish a vivid idea of the manner in which American workmanship of our own day is able to catch the very spirit of ages that have vanished into the mists of history.

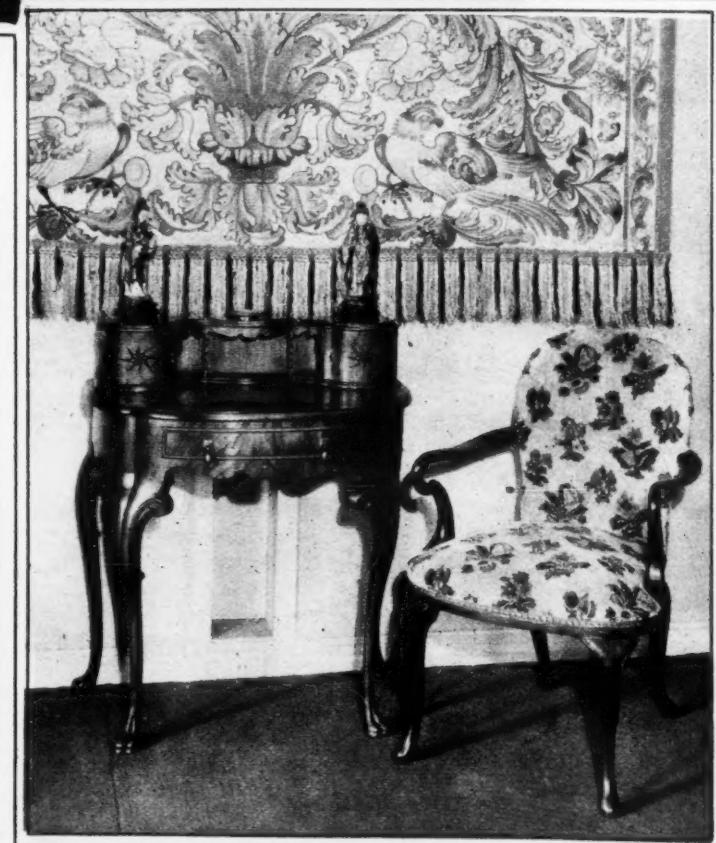


THE SPACIOUS DAYS OF GOOD QUEEN BESS  
Inspired This Interesting Group, Which Faithfully  
Reproduces the Characteristics of That Period.

FURNISH-  
INGS OF THE  
ITALIAN  
RENAIS-  
SANCE  
as Recreated  
by Modern  
American  
Handicraft.  
(Photos Don  
Diego, Inc.,  
Courtesy Stern  
Bros.)



QUAINTNESS IS THE KEYNOTE  
in This Maple Early American Grouping.



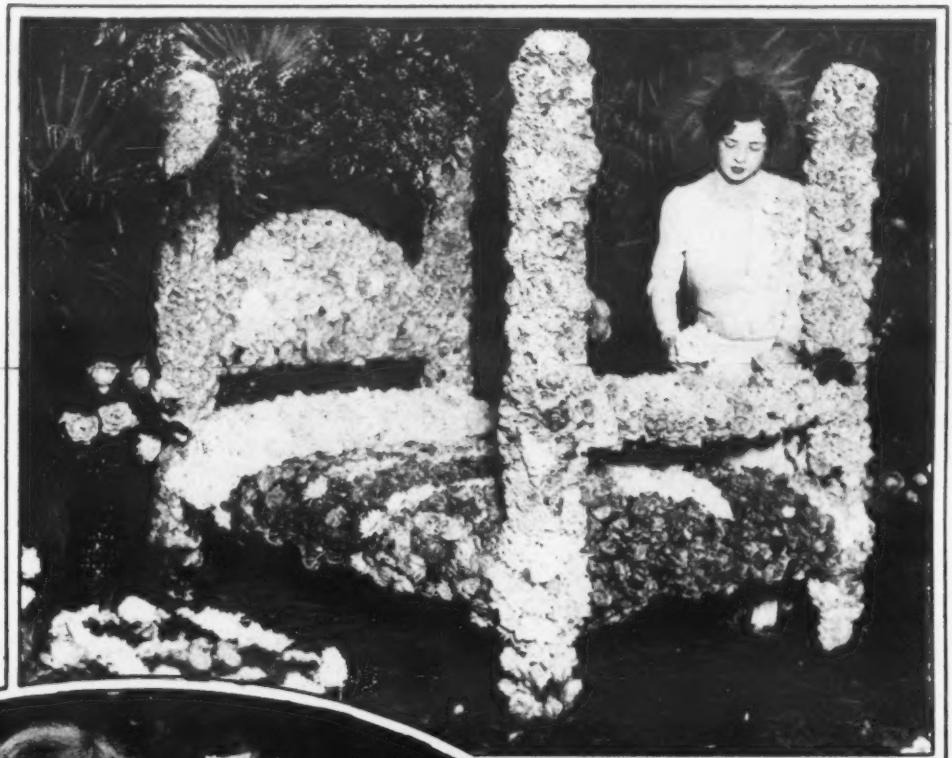
THE QUEEN ANNE PERIOD  
Lives Again in This Charming Reproduction.

## A FESTIVAL OF ROSES IS HELD AT THOMASVILLE, GA.



AT THE FESTIVAL OF ROSES: MISS EURETHA HENDRICKS

Attended the Annual Event at Thomasville, Ga., Which Draws Lovers of Roses From Many Parts of the South.  
(Times Wide World Photos.)



POETRY MADE REAL: A GENUINE BED OF ROSES,

Made of 15,000 Blossoms and Exhibited at the Festival of Roses at Thomasville, Ga. The Young Lady Is Miss Annie Laurie Macey.  
(Times Wide World Photos.)



PRIZE ROSES—AND MISS HELEN BROWN at the Thomasville (Ga.) Rose Festival.  
(Times Wide World Photos.)



MISS JEWELL WALKER

and Some of the Roses That Won Prizes in the Festival at Thomasville, Ga.  
(Times Wide World Photos.)

**M**ID-WEEK PICTORIAL invites its readers all over the land to send in photographs of their gardens, to be entered in its Garden Contest. The competition is not intended to include great estates with their staffs of highly paid gardeners. Rather it applies to gardens that adjoin or surround the typical American home. The award of prizes will be based not on the size of the gardens but on their beauty, variety and design—all the elements that add to their attractiveness.

The prize-winning photographs sent in each week will be reproduced the next week in the pages of Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph

adjudged the best each week; five dollars (\$5) for the second best, and three dollars (\$3) for each additional photograph published.

Send photographs, not negatives. Pictures will be sent back on request if return postage is enclosed. It is hoped and believed that the contest will stimulate interest in gardening and add greatly to the exterior beauty of the home. Questions are invited, and expert advice will be given for the making and maintaining of a garden.

All readers of Mid-Week Pictorial are eligible to take part in the competition. Send your entries to the Garden Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

*S*upplies furnished free.  
*P*revious experience unnecessary.  
*A*sk us about our plan and  
*R*eceive full particulars immediately.  
*E*xtraordinary offer.

*T*ell your friends and  
*I*nterest them.  
*M*ail Blank below.  
*E*lect yourself a representative of

## MID-WEEK PICTORIAL

Published by The New York Times Company.

5-12-28

Mid-Week Pictorial,  
229 West Forty-third Street, New York City.

Without obligation send full particulars of your spare-time plan.

Name .....

Address .....

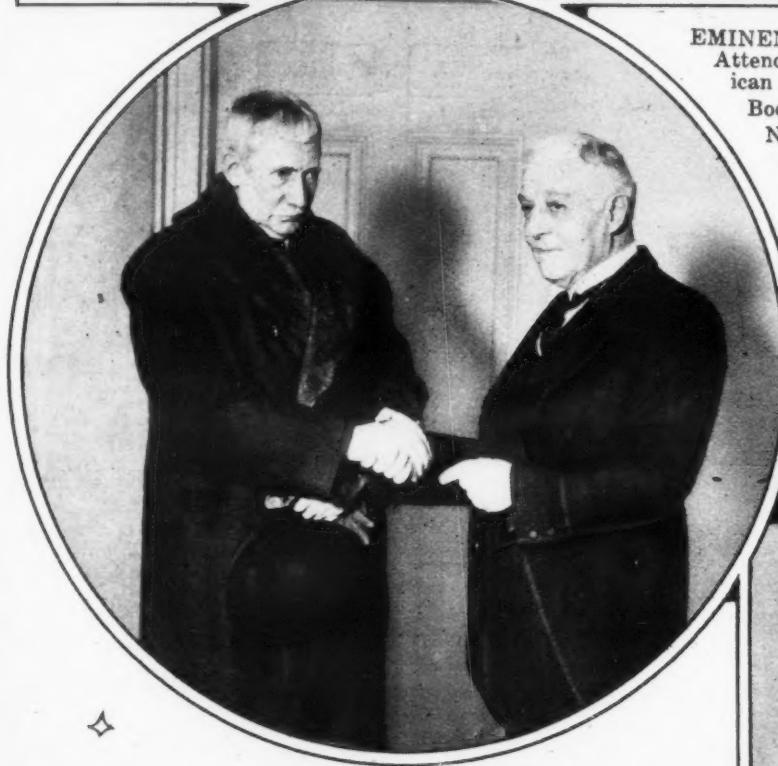
City ..... State .....



EMINENT MEN OF LETTERS AND LEADERS OF EDUCATION: A DISTINGUISHED GATHERING Attended a Meeting and Luncheon of the American Academy of Arts and Letters in New York, With Mexican Celebrities as Guests of Honor. Left to Right, Seated: Robert Underwood Johnson, Dr. Jaime Terres

Bodet of Mexico, Dr. Alejandro Tuijano, Dr. Nicholas Murray Butler, Dr. Manuel Romero de Terreros. Middle Row: Childe Hassam, Cass Gilbert, Robert Grant, Dr. Wilbur L. Cross, Dr. Henry Van Dyke, Dr. John H. Finley, Gari Melchers, Edwin Howland Blashfield, Dr. Arthur Twining Hadley. Back Row: Charles Downer Hazen, Dr. Henry Hadley, Hamlin Garland, Lorado Taft, Paul Shorey, Paul Elmer More, Augustus Thomas and Professor George Pierce Baker.

(Times Wide World Photos.)



ELIHU ROOT CONGRATULATES OTIS SKINNER: THE FAMOUS ACTOR (Right) Has Received the Gold Medal of the American Academy of Arts and Letters for Excellence of Stage Diction.

(Times Wide World Photos.)



GUARDIAN OF THE MONEY BAGS: H. THEODORE TATE, Treasurer of the United States, Who Recently Succeeded Frank White in That Post. Mr. Tate Was Formerly Assistant United States Treasurer.

(Times Wide World Photos.)



THE SCHOOL BAND STATE TROPHY: THIRTY SIMILAR TROPHIES

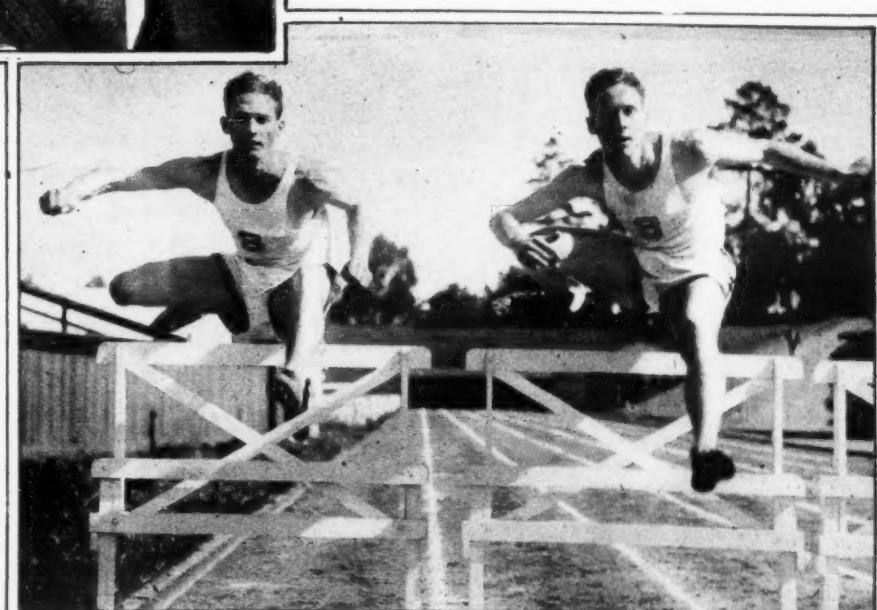
Will Be Awarded to the Winning School Bands in Thirty States in Contests Held Preliminary to the National School Band Contest at Joliet, Ill., May 24 to 26.

Left to Right: Charles M. Tremaine, Director of the National Bureau for the Advancement of Music, Which Is Awarding the Prizes, and Nahan Franko Goldman, Eminent Bandmaster, Who Is One of the Judges.



FRAMED WITH ORCHIDS: PATSY O'DAY of the "Rosalie" Company on the Orchid Farm of Joseph Manda of West Orange, N. J., Who Will Be an Outstanding Contributor to the Annual Orchid Show at Madison Square Garden, New York.

(Times Wide World Photos.)



SWIFT AND HIGH: GEORGE ROSS NICHOLS AND CLARENCE WEST, Star Hurdlers of the Brilliant Track and Field Team of Stanford University.

(Times Wide World Photos.)

Without exploitation of features  
 Without "pre-date" editions  
 Without lurid supplements  
 Without premiums  
 Without contests

—but—

Circulation and Advertising Record					
YEAR	CIRCULATION Weekday	SALE PRICE Weekday	ADVERTISING RATE Weekday	CIRCULATION Sunday	ADVERTISING RATE Sunday
1896	21,516			x	30c
1897	22,456	3c	30c	x	
1898	25,726			x	
1899	76,260			x	
1900	82,106			x	
1901	102,472			x	
1902	100,738			48,354	
1903	101,559			46,681	
1904	109,770			46,991	
1905	116,629			54,795	40c
1906	124,267			59,511	
1907	133,067			71,330	
1908	158,692			86,779	
1909	171,653			100,278	
1910	178,708			113,325	
1911	187,018			128,085	
1912	220,139			158,539	
1913	242,624			180,143	
1914	270,113			231,409	45c
1915	313,391			344,015	
1916	331,918			377,095	50c
1917	344,585			414,202	
1918	352,980			486,933	
1919	341,559			510,311	55c
1920	323,489			486,569	60c
1921	330,802			511,731	75c
1922	336,000			525,794	
1923	337,427	2c	65c	546,497	80c
1924	351,576			70c	85c
1925	352,655			75c	90c
1926	361,271			80c	\$1.00
1927	391,497			85c	\$1.10
1928	405,707			700,925	

x—Daily and Sunday not separated

With accurate, complete, impartial and interesting news The New York Times steadily reaches new high records of net paid sale.

Intelligent, discriminating readers seeking the best news purchased an average of 405,707 copies of the weekday editions of The Times in the six months ended March 31. This was a gain of 30,458 copies over last year. It was a gain of 12,907 over the six months' average in the period ended September 30 last. *The Times was the only standard size morning newspaper to increase in weekday sales as compared with the September 30 figure.*

Of the Sunday edition readers purchased 700,925 copies—the average for the six months' period ended March 31. This was a gain of 47,488 over last year.

In the month of March, 1928, The Times weekday sales averaged 410,752, the Sunday 723,834.

In January, February and March this year The New York Times published 7,475,422 lines of advertising, a gain of 292,632 lines over the corresponding months of 1927. The Times gain was greater than that of any other New York newspaper.

All advertising in The Times is subject to careful censorship to exclude whatever is false or misleading, or unworthy.

Sundays  
 700,925

**The New York Times**  
 "All the News That's Fit to Print"

Weekdays  
 405,707

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A Way to Wealth  
One Phase of Love  
Complication  
Mademoiselle  
Julie Romain  
Consideration  
In The Spring  
A Little Walk  
A Philosopher  
La Morillonne  
Christmas Eve  
Useless Beauty  
Countess Satan  
A Peculiar Case  
A Cock Crowed  
The Little Cask  
Rosalie Prudent  
The False Gems  
The Englishman  
Madame Parisse  
Waiter! A Bock!  
Margot's Tapers  
A Practical Joke  
The Double Pins  
A Strange Fancy  
A Fair Exchange  
Monsieur Parent  
Graveyard Sirens  
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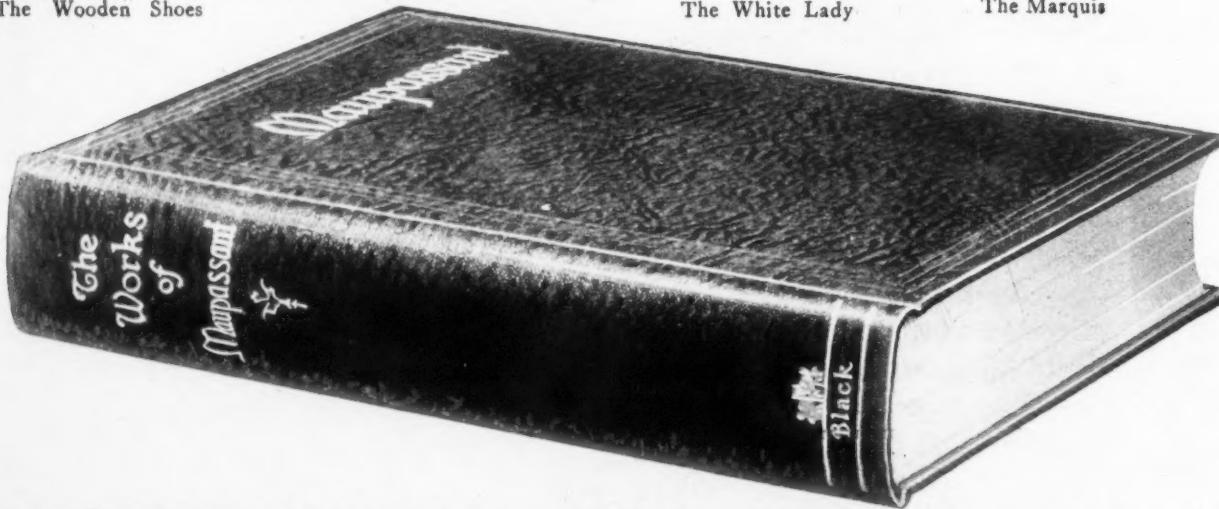
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